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Women in Time

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Women in Time

By Mary Celestino, MA, MFA

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Clothing as a Social Indicator: 1760-1960

Linda M. McKay

Abstract

The role of clothing in cultural heritage and the status of women is examined for a time period covering 200 years. The evolution of style and silhouettes of clothing are related to the changes in the status of women during the suggested time period and the relationship between the evolution of fashion and the status of women in a particular cultural setting are explored. Clothing habits and functions are presented through observation of clothing behaviour patterns.

Résumé

L'article examine le rôle de l'habillement dans l'héritage culturel et le statut de la femme pendant une période de 200 ans. On étudie d'évolution du style et des silhouettes de vêtements par rapport aux changements dans le statut de la femme au cours de la période suggérée et la relation entre l'évolution de la mode et le statut de la femme dans un environnement culturel précis. Les fonctions et tendances de l'habillement sont présentées par l'observation de modèles de vêtements.

The struggle for equality has been reflected in various facets of the culture. Nowhere has it been more evident than in clothing behaviour patterns. A cursory look at 200 years reveals a very interesting story. Studies investigating the relationship between women's dress and social conditions show evidence that a relationship between the two does exist.

Historically women have been regarded as the property of and an instrument for men. Women have been clothed in a considerably less functional form than men. When man's costume became more utilitarian in design, woman was still enveloped in some kind of costume which hindered mobility and thus kept her in a subservient role to man. If a woman wanted to be considered respectable and fashionable she had to don her massive, restrictive outfit both in public and in her home. Women's costume has reflected the secondary or restricted status of women.

By comparing clothing styles against the status of women in a society it can be ascertained that the less freedom women have in society the less freedom can be ascertained in their clothing patterns. A method to help establish this relationship is to look at the clothing of the upper class society, because less is known about dress of common people, and dress of the upper class tends to be the most extreme form of any style. By viewing the most extreme form of a style we can see the most restrictive features more easily.

Some events of the eighteenth century began a very gradual release of women from their historical restrictions. The American Revolutionary War set up a new notion built on the premise of freedom for all; the French Revolution saw a revolt against the decadent upper classes; and the Industrial Revolution released more women to the more leisured middle class. The trend continued in the nineteenth century. Laws were passed for the protection of children; labor unions were on the rise, more business opportunities were available for women; and sports were beginning to become a part of a woman's life. As women's roles changed, so did their mode of dress.

During the eighteenth century women wore a very exaggerated, complicated silhouette. The basic costume silhouette had a bodice tightly fitted over a corset and a large skirt supported by a collapsible, boned basket under the petticoat. A fragile, feminine type was admired.

In the beginning of the nineteenth century a growing sense of freedom and self-assertion were evidenced. A long slender silhouette was adopted. Tightly corseted waists were gone and a tremendous amount of utility was adopted in clothing styles. This short period of freedom was not to last. It gave way to incredibly restrictive clothing of tight lacing and long, full dresses which were clearly detrimental to female health. This brief interlude of utilitarian fashion which surfaced in the early 1800s set the stage for some unrest which would surface periodically throughout the nineteenth century. In the middle of the nineteenth century some efforts were

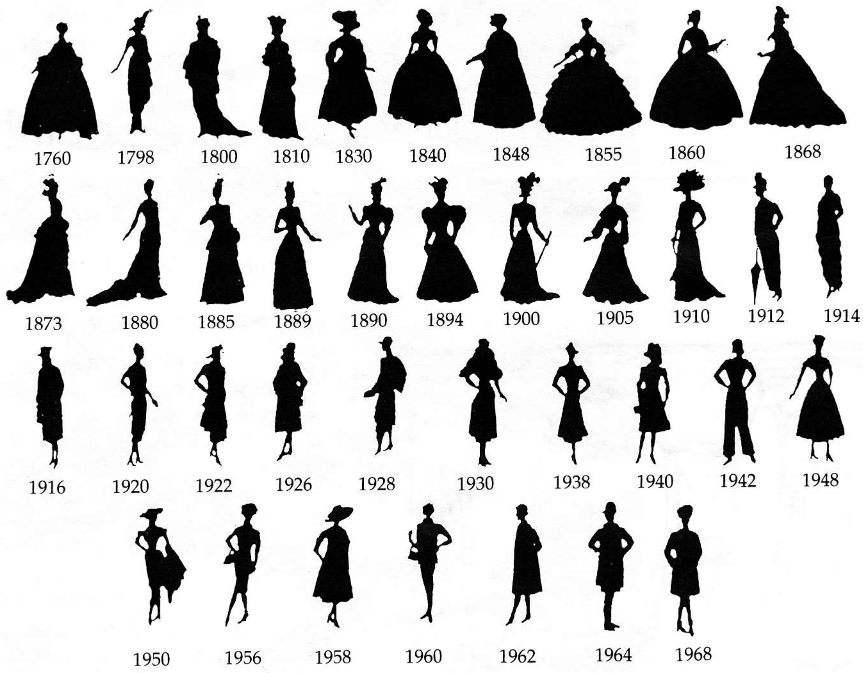


Table 1. Silhouettes of Women's Fashions: 1760-1968

initiated to reform the style of clothing. As the century progressed the dress became fuller and fuller, reaching a maximum in the 1860s.

A look at the male silhouette of the middle nineteenth century shows a dark suit well designed for work and travel. This look had become standardized for the previous century, and has remained basically defined and standardized until the present. Women retreated under demure bonnets and impossibly limiting skirts, creating a great separation of male and female clothing styles. Differentiation in the clothing behavior patterns of the two sexes is never more distinct than in this nineteenth century.

The duty of a young woman was to marry and look after her home. Because marriage was so respectable and also the only possible career open to women, women had to cultivate outward attraction rather than develop particular educational talents. Some women, believing themselves to be victims of contemporary fashion, recognized a need for utilitarian clothing if women were going to lead healthy lives and participate more fully in business and political affairs. The tight corsets, yards of material, and multiple layers of clothing produced a human being with very restricted movement.

An early movement for reform in dress occurred in the 1850s with the introduction of the "Bloomer Costume". The dress was named after Amelia Bloomer. The outfit consisted of a dress just below the knee under which was worn long, full, Turkish trousers. The look created immediate and intense controversy. A quick look at a chart of silhouettes of women's clothing will show how radical the idea really was and will also show that no clothing resembling this idea was used until almost eighty years later.

In 1850, for example, a person's role was very clearly defined and clothing was absolutely defined as appropriate or inappropriate for men or women. The differentiation was totally explicit. Each sex had its proper role and its proper clothing and it was almost inconceivable that either could ever be interchangeable. To interchange roles in clothing would serve to "unsex" the person and endanger the relationship between the sexes — one supposedly ordained by God. Each sex had certain characteristics, definitely prescribed responsibilities, and spheres of action, and a very distinctively different clothing behavior pattern.

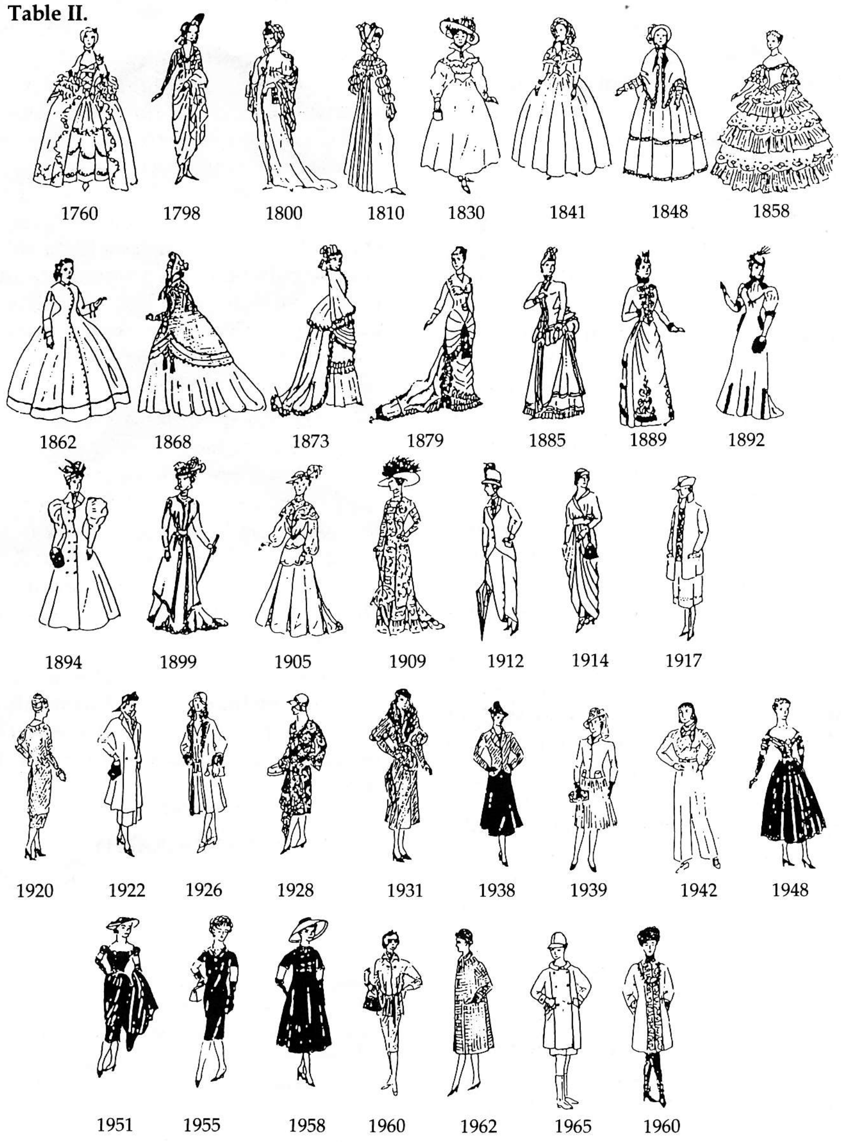
For women to adopt a bifurcated garment — one with trouser legs, as the Bloomer garment had, would be trying to appropriate for themselves that which rightfully belonged to men alone. These were arbitrary restrictions defined by cultural conditions. Fashion maintained female subjection. Women could not function in utilitarian ways while wearing the prescribed fashions.

These incredible restrictions continued throughout the nineteenth century in one form or another. Fashions changed but they still managed to maintain subjection. From the massive skirt of the middle century the emphasis shifted to the back of the female figure. Skirts were now draped up over a bustle in a very complex arrangement of fabric. Metal-webbed cages were worn at the back of the hips. The upper part of the figure was firmly encased in a tightly laced corset which pushed up the bust and squeezed in the abdomen and waist. This arrangement made the female figure look as if it had four legs like a centaur. A woman's chief function was to exhibit fabric yard goods fantastically arranged on her person.

This slavish adherence to these restrictive fashions raised questions regarding the ability of a woman to be a rational thinker. Would a rational person respond to these fashion demands? Does this subservience to this irrational fashion not produce a creature who is not the equal of men?

The intensity of concern for appropriate clothing is learned very early in life. Social martyrdom is a consequence of not subscribing to the prevailing fashion look. It is psychologically uncomfortable not to conform to the general standard. A woman appearing in public in radically different clothing was subjected to ridicule. To not follow fashion would decrease the chance of attracting a husband. This created a

Table II.



Source: Russell, *Costume History and Style*

classic "no win" situation. Their subservience to fashion proclaimed their inferior position but any effort to rebel was considered to be against the "natural order of things".

By the end of the century, technology began to produce changes. Most significant among these were changes in transportation. Mobility became an important feature in society. The bicycle was invented, travel by rail was greatly expanded, and the phenomenal introduction of the motor car. All of these would bring profound changes to women's fashions.

By 1900 an emancipated woman began to emerge. Away went the bonnet and bustle, up came the bathing suits, skirts were slightly shorter and garments were simplified and sometimes cut along masculine lines. During the early 1900s most women continued the role of being in the home and raising children.

Major signs of change were the disappearance of the bustle, smooth skirts flaring from waist to floor, and the development of a tailored suit. With this look a new corset line appeared that pushed the bust forward and created a sway-back stance resembling an S-curve. In this fashion the woman is still set apart from modern life.

A simpler form of clothing was evolving for women but impediments were still built into the clothing. Fashion stressed narrowness at the bottom of the skirt and thus gave rise to the "hobble" skirt, one which made women move with very small steps.

Dramatic changes occurred during World War I. Women found themselves in new roles, working in the armed forces abroad or in the labor force at home. The old culture with its emphasis on romantic ideals disappeared in favor of a new culture in which efficiency and speed were highly prized ideals. The human female figure was both freed from the past fashion restrictions and subordinated to the textures and forms of the new machine age.

For the first time in clothing history the skirt length went above the knee. The waist slipped to hip level and the bust was totally de-emphasized. Hair was cut very short and the female figure took on the overtones of a young schoolboy look. Women's fashions moved sharply into the modern world. An active, boyish, streamlined figure reflected a new age of speed and efficiency.

Politically, the decade of the 1930s was very unstable. The stock market crash of 1929 introduced a decade of hardship and depression. With the coming of the depression the flippant boyish flair in women's clothing came to an end. A somewhat more conservative image was reinstated. The waist went back to normal, skirt lengths returned almost to the ankle, and the sexy, erogenous zone shifted from the legs to the bare back. During the economic slump of the depression and the political repressions fashion took a slightly more sober course.

In the early 1930s, psychologist J.A. Flugel theorized that as men's and women's roles became more nearly the same the clothing behavior patterns would become more nearly the same. In line with this concept, a major fashion innovation of the 30s was the introduction of slacks for women popularized by the actress Marlene Dietrich. The slacks were worn for sports on the beach. This innovation was to have a very fundamental impact on women in the coming decades. By the end of the decade other masculine elements were showing up in women's fashions in such ways as boxy jackets with padded shoulders. Note at this point that the direction of clothing behavior adoption is for masculine elements to appear in women's clothing. This trend will show some signs of reversal in the late 60s.

The World War II years brought shorter, tighter clothing with short sleeves, basically due to wartime restrictions on fabric usage. As the world entered the war, women left homes and took over men's roles in heavy industries. Clothing was designed for safety, comfort, and function for women at hard work. In 1947 a sharp break came in women's fashions when Christian Dior introduced a "New Look" stressing narrow shoulders, a smooth bust, normal waistline, moderate hips, and a longer, fuller skirt. This silhouette introduced a more feminine aspect into women's clothing after the rough, efficient clothing worn during the war. Fashion, and women's roles, moved back from emancipation and active freedom to a more ladylike image from the past.

Changes in the 50s show more simple, geometric shapes. Fashion was greatly influenced by sports clothes, Bermuda shorts, pedal pushers, and capri pants were some of the examples. A great stress on the use of plastics, synthetics, and mechanized efficiency was reflected in clothing.

In 1960 fashion began to move from the efficient, simple, geometric look to reflect the political and social pressures of the new decade. Clothing characteristics of the "beat generation" began to spread into high fashion. Youth, not sophisticated chic, was the major influence in fashion. The long haired youth with their counterculture revolted against fashion. Faded jeans was the new uniform. An entire generation had turned against the "establishment" and the plastic world they represented. The youthful rebellion was strongly represented by dress and clothes became an important weapon. With the beginning of the youth revolt the difference between men's and women's attire began to narrow — actually one could seldom tell boys from girls. Undoubtedly the most important political and social movement to influence women's fashion was the women's movement.

A major break with the prevailing fashions was the mini skirt of the late 60s. The mini skirt was a challenge to the status quo and was a statement for women's liberation. With the increasing importance of the women's movement, pants suits, jeans, and slacks became more important for the female wardrobe than dresses and skirts. The variety of individual choices increased greatly. In general, styles were chosen which served to underline the physical agility of the female today, the very aspects that were subjugated for most of the history of womankind. A new woman evolved in the 70s, one who had dual choices — to stay at home or to join the work force. This woman with dual career choices had dual clothing silhouette choices. She was the first woman in history to be able to choose between a skirt silhouette and a pants silhouette. This duality is explicitly reflected in social roles for women and clothing choices for women.

It was not intended to cover men's fashions but the question begs to be asked, as society allows more and more men to have dual role choices regarding whether they choose to be homemakers or to enter the work force, will they also be given the dual fashion choice of a pants silhouette or a skirt silhouette?

We can only speculate in what direction fashion will go, but whatever direction, it will continue to reflect the personal and public values of the times. ☐

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Nutrition Information in the Supermarket

J.N. Scharf, E.L. Leblanc and N. Kling

Abstract

The effects of the provision of nutrition information at point-of-purchase has been explored by a number of researchers. Food companies and marketing managers have capitalized on the trend towards nutrition, food, and health. What was predicted to be a fad has turned into a way of life. This paper has examined the most recent studies in an attempt to assess the effect of nutrition information on purchase behavior. As well as being selling agents for manufacturers, supermarkets also fulfill the role of purchasing agent for the shopper. In this regard, supermarkets have been the experimental grounds for these studies. This overview offers some interesting challenges in the area of food and nutrition labelling.

Résumé

Les effets de la provisions d'information nutritive à point d'achat sont exploré par quelques de recherches. Les compagnies des aliment et les adoninistrateurs du marché sont capitalisés sur la direction vers la nutrition, l'aliment et la sante. Ce qui prédit une vogue, est maintenant un moyen de la vie. Ce papier c'est examine les études la plus récent de tenter d'imposer l'effect d'information de la nutrition sur le comportment d'achat. Aussi bien qu'étre les agents de vente pour les fabricants, les épiceries accomplissent aussi le rôle d'agent d'achat pour l'acheteur. Relativement à cà, les épiceries sont les terrains expérimenté pour les études. Cette revue offrit quelque provacation intéressants sur le sujet de la marque de l'aliment et de la nutrition.

Food marketing is by no means a new concept. Food manufacturers and in general, the food industry, have been formulating new and improved food products for over one hundred years. The scenario today, however, differs from that in 1950 or earlier. Continued shifts in demographics and consumer lifestyles have impacted heavily on the marketing strategies of the food industry. Industry competition for the various market segments has taken on a new meaning. Survival in the food industry means new product development, whether it be a completely "new" and innovative product, improved, or a line extension. The percentage of new product success stories remains small, in part due to the relatively short life cycle of a product today and in part due to the lack of "technologically new" products being formulated.

Traditionally, marketers have used a perception of trends at the retail and consumer level when given the task of product development. Consumer behavior specialists have felt that just because a consumer says he/she wants particular information does not necessarily mean that the information will be used later in their decision-making activities. Often marketing managers have been guided by the same principle when using consumer opinion to predict how consumers will interact with a given product. Consumer survey data however has its limitations in the research and development area of product development. Despite the high cost of new product development in an industry characterized by generally low profit margins, there have been many positive advances.

Food Industry Trends

Some of the trends that were translated into successful formulations include: the aseptic packaging of fruit juice drinks, low-fat and "lite" products, "natural" products made without chemical additives, more frozen products, prepared meals, salad bars. Other new products boast low-sodium or low-fat/cholesterol levels; caffeine-reduced or alcohol-free/reduced (Jackson, 1987). High-fibre is continually appearing in a variety of traditional

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and non-traditional foods. From this list, it is not difficult to see the underlying health-nutritional theme. What was once considered a passing fad has become a way of life. "We have become a nation of health nuts . . . and have become obsessed with diet, fitness, and health" (Sloan, 1987a). Consequently, food and beverage companies have tried to keep up the pace, both with health-oriented products and new marketing messages. For nutritionists, it has become necessary to change our focus, in terms of nutrition information and education (Sloan, 1987b). Retailers, too, form an important link in getting food from food producer to the consumer. They too have done their part by providing such things as one-stop shopping for both food and non-food items in the "super-store" complex (Hoffman, 1987). Increased attention has been directed towards the actual store environment by improving color schemes, layout and product presentation, and highlighting produce, deli and seafood sections within the store itself (Knox, 1987).

The Food Marketing Institute, an organization that conducts research and education for food retailers and wholesalers, sees this national preoccupation with health and nutrition . . ." one of the strongest and most pervasive of all trends in foods in recent years" (Farr, 1987). The traditional method of increasing sales in the supermarket has been the use of product information at or near the point-of-purchase. Food product packaging with the corresponding labelling has been the primary means of supplying point-of-purchase nutrition information to shoppers. With the increasing number of products that are either fortified or contain reduced amounts of specific nutrients, a high premium should be placed on the provision of quality food labelling information for consumers. To this end, the responsibility for nutrition labelling in Canada lies with the departments of Health and Welfare and Consumer and Corporate Affairs. Although progress is being made towards the implementation of mandatory nutrition labelling, it is presently a voluntary measure. Guidelines and basic core information regarding nutritional statements and claims have been sent to food manufacturers with the end of 1989 being viewed optimistically in terms of their response to this document. Consumer and Corporate Affairs Canada (1988.)

Nutrition Information: Studies An Overview

Although a review of the older literature (Jacoby, Chestnut, Silberman, 1977; Heimbach, 1981; Hackleman, 1981; Vandenberg, 1981) indicated that most consumers neither acquired, comprehended nor used nutrition information made available to them, a more recent body of literature (1984-1987) holds a more positive outlook. The main focus of the reported studies has been reaching the masses by using high impact, easily read nutritional information at point-of-purchase (Levy, Mathews, Stephenson, Tenney and Schucker, 1985). Three basic methods have traditionally been used in nutrition information research: consumer surveys, laboratory experiments, and field or in-store experiments. All of the studies presently reviewed were conducted in the supermarket(s). Basically, the marketing research surveys and the studies conducted by academicians have all tried to answer questions such as:

- Have nutrition disclosure programs been effective?
- Do consumers want and understand such data?
- Are they actually using this information in their food choices?

(Muller, 1985)

The following summarizes the research to date in the area of nutrition information in the supermarket.

In a field experiment (Muller, 1984), a small correlation between brand choice and nutrition information was observed when shoppers were willing to pay about 8% more for the nutritionally superior product. The two week time frame of this study appeared to be the major limitation in making any substantial generalizations. Muller (1985) again looked at point-of-purchase signs and their effect on changes in brand sales. In this field study, shoppers were given charts with both brand and nutrient levels at the point-of-purchase for five product categories. Although the same two week limitation must be taken into account, the reported effect of the nutrition signs translated into a market share increase of about 7.5% for the more nutritious of two brands of soup (Muller, 1985). Muller's recommendations for future research pointed to the area of behavioral data with respect to actual brand differences (1985).

A two year quasi-experimental nutrition information program was conducted by Levy et al. (1985). These researchers appear to have acted on the Muller (1985) recommendations in their use of brand-specific shelf markers as opposed to strategically placed posters and educational pamphlets. This study was also more promotional than rational in nature. Certain program characteristics like the concern with so-called negative dietary components (sodium, fats, calories, and cholesterol), the shelf markers, and the permanent nature of the labelling intervention, led the researchers to believe they were modestly successful. The shelf markers demanded little information processing, although having prior nutrition knowledge was complimentary. The effect of in-store or community nutrition information programs on consumers who use nutrition-shelf labelling programs was suggested as an area of future research (Levy et al., 1985).

Achabal, Bell, McIntyre and Tucker (1987) ran a one month experiment in over 300 stores using six produce items instead of branded products. Although little or no effect on purchase behavior resulted, shoppers gave higher ratings to stores using the nutrition signs for fresh produce. A low level of unaided awareness as well as the interest in risk avoidance (fats, sodium, cholesterol or calories) over search for benefit (increasing vitamin and mineral intake) were seen as possible reasons for poor results (Achabal et al., 1987). Their conclusions based on the positive attitude toward supermarkets with nutrition signing may give marketers the non-price differential advantage needed to succeed in the highly competitive supermarket environment (Achabal et al., 1987).

Feick, Herrmann, and Warland (1986) found a cost-benefit relationship between the consumers and his/her search for nutrition information. Benefits are associated with the importance of nutrition to the consumer or obtaining better food value, whereas costs are associated with such factors as time and effort required to obtain information (Feick et al., 1986). The premise of this study was that a greater emphasis would be placed on nutrition information if the consumer viewed it as an important link between diet and future health. The telephone survey data collected indicated areas for further research but the authors were not able to make any valid generalizations. These researchers did conclude that greater targeting of nutrition information through segmenting the audience for this information is necessary (Feick et al., 1986).

The research conducted by Russo, Staelin, Nolan, Russell, and Metcalf (1986) was also based on a cost-benefit analysis. The perception of benefit must be high enough to warrant consumer attention for a purchase to be made. Charts listing the "positive" nutrients were found to increase both nutrition knowledge and attitude. However, as with the study by Achabal et al. (1987), there was no apparent change in purchase behavior. These findings supported the theory of Russo et al. (1986) based on low perceived benefits of positive versus negative nutrients. Consequently, a second study was done in the breakfast cereal category using a single negative nutrient, added sugar. The shoppers were exposed to posted sugar lists which resulted in an increase in market share for low-sugar cereals at the expense of high sugar brands. In terms of retailing standards, a 2.7% increase represents a sizeable sales increase. These results showed that the best channel of distribution for provision of nutrition information is the supermarket and that more emphasis should be placed on negative nutrient information to increase both sales and level of nutrition knowledge.

Implications for Future Research

Based on this literature, the use of the supermarket as a vehicle for transferring nutrition/health information holds both potential and limitations. For the nutritionist, nutrition labelling must be supplemented by information or education programs; for the food marketers, the past hit-or-miss approach in this new area will no longer be sufficient. Food marketers must determine what food items may be profitably targeted toward definite market segments. For the retailer, a cooperative approach will help support the efforts of marketing and ultimately increase both sales and market share for nutritious products. Effectively changing the shopper's orientation towards avoidance of risk in the area of negative nutrients may be difficult but the challenge is inviting for future researchers. These challenges, if met, also offer valuable data for the Canadian policy makers in terms of nutrition labelling.

Although a change in purchase behavior has not been completely realized, the provision of nutrition information at point-of-purchase in supermarkets has helped raise awareness about nutrition and general health issues. Nutrition information may now have to be dealt with as part of consumer shopping behavior, not just an add-on activity. With program refinement, definitive marketing objectives, and targeted market segmentation, changes in nutrition buying behavior may come about quietly in our information environment. □

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Visite commentee des organismes de consommation en Belgique

Marie J. Lachance

Résumé

Lors d'un stage d'exploration et d'étude du consumérisme en Belgique, différents organismes, dont les objectifs sont reliés à la consommation, ont été visités. L'article qui suit présente les champs d'intervention de chacun de ces organismes. Le Canada, et principalement le Québec, s'avèrent des sources d'inspiration utiles aux acteurs du consumérisme belge, particulièrement dans les domaines de l'éducation et da la protection des consommateurs.

Abstract

During a period of observation and study of consumerism in Belgium, various organizations with consumer-related goals were visited. This article presents the fields of intervention of each organization. Canada, and mainly Quebec, are inspiration sources to Belgium consumerism, particularly in the areas of education and consumer protection.

Le 17 mars dernier à Bruxelles, Dannie McKinnon, une collègue Conseillère en consommation[1] rattachée aux programmes d'étude en consommation de l'Université Laval à Québec, et moi-même étions invitées à prendre la parole lors d'une journée d'etude réunissant près d'une centaine de coordonnatrices régionales d'une importante organisation da consommateurs belges (plus da 60 000 membres), **Vie féminine**.

C'est un groupe d'action sociale très actif regroupant des femmes, bénévoles pour la plupart, qui travaillent principalement avec les gens des milieux ouvriers. Entre autres, ce groupe offre des cours, de l'aide individuelle et travaille à défendre les intérêts des consommatrices et de leur famille. Ceci ne donne cependant qu'une vision très partielle de leur réalité et surtout, de leur dynamisme.

L'éducation à la consommation, principal sujet abordé, a suscité un très grand intérêt car en Belgique, l'enseignement de cette matière ne semble pas arriver à dépasser le stade des expériences-pilotes et ce, malgré le désir des organisations de consommateurs et de l'intérêt de la **Communauté économique européenne** pour cette question. Les programmes québécois ont donc suscité beaucoup d'enthousiasme et ont été perçus par les participantes belges comme un encouragement à poursuivre leurs efforts dans ce sens.

Cette rencontre, qui avait été organisée à l'occasion de la *Semaine internationale des droits des consommateurs,* était à notre programme de visites du 2 au 8 mars dernier, alors que nous rencontrions quelques-unes des organisations de consommation de la région wallonne de Belgique. Ce stage d'exploration a été réalisé grâce à une aide financière de l'Agence Québec/Wallonie Bruxelles pour la jeunesse.

La démarche visait principalement à mieux connaître les acteurs et les structures générales du consumérisme belge et à explorer les possibilités d'échange d'étudiant(e)s ou de professionnel(le)s sous forme de stages d'étude ou de travail, au Québec et en Belgique. De plus, nous voulions identifier les spécialistes qui pourraient éventuellement être invité(e)s comme professeur(e), conférencièr(e) ou personne—ressource et nous étions également curieuses de connaître la formation des intervenants oeuvrant dans ces organismes.

En tout, six organismes ont été visités. Ce sont: le **Ministère des affaires économiques et le Conseil de la consommation,** le **Centre de recherche et d'information des organisations de consommateurs** (CRIOC), le Centre de droit de la consommation de l'Université catholoque de Louvain, **Test-Achat Association Belge des consommateurs,** la **commission des communautés européennes** (Commission de la protection du consommateur) et **Vie féminine.**

Il est bien sûr impossible de résumer cette expérience enrichissante en quelques lignes. Enrichissante, non pas parce que le Québec a beaucoup à apprendre de la Belgique en ce qui concerne par exemple, les lois de protection des consommateurs ou l'éducation à la consommation, deux aspects très développés au Québec, mais en partie parce qu'il fut hautement enrichissant de partager nos

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[1] Appellation donnée aux diplômé(e)s du baccalauréat spécialisé en consommation de l'Université Laval.

Marie J. Lachance, conseillère en consommation. Détentrice d'un baccalauréat spécialisé en consommation de l'Université Laval à Québec (1979) et sur le point d'obtenir une maîtrise en Etudes familiales de l'Université de Moncton. Responsable de formation pratique à l'Université Laval, l'enseignement en consommation constitue sa tache principale.

expériences québécoises avec des spécialistes très engagés. Ces derniers ont été très impressionnés par tout le matériel d'information et de vulgarisation produit chez-nous, tant au Québec qu'au Canada, par nos programmes d'éducation à la consommation, par nos lois, particulièrement la loi québécoise sur la protection du consommateur, par certaines structures d'accès à la justice et souvent par notre formation universitaire en consommation ! Bref, nous avons été sans le vouloir, des ambassadrices en leur faisant découvrir que l'expérience consumériste nord-américaine est particulièrement intéressante ... au Québec !

Dans l'avenir, nous espérons donc que des organismes québécois et canadiens soient sollicités, et ce, particulièrement par la **Commission des Communautés européennes** (CEE). En effet, les douze pays membres, face à la date fatidique du 31 décembre 1992 où débutera entre eux la libre circulation des biens et des services, travaillent à prévoir, régir et uniformiser, dans une certaine mesure, les relations entre consommateurs, producteurs et commerçants et à les sensibiliser à la protection des intérêts des consommateurs. En regard de ces objectifs, la Commission, par le biais du service **Protection et représentation**, étudie donc ce qui se fait ailleurs pour tenter d'intégrer la dimension protection du consommateur à l'élaboration de politiques fiscales et commerciales, ceci dans le but d'équilibrer les forces du marché. Dans le domaine de la sécurité des produits, les efforts sont concentrés sur le développement de systèmes d'échange rapide d'information entre pays membres, notamment en ce qui concerne les accidents domestiques, la sécurité des produits, les rappels et les retraits de produits non-alimentaires.

Outre le plaisir d'avoir été une source d'information utile et de découvrir cette dimension européenne de la consommation dont la Belgique ne peut plus se dissocier, les activités de tous les autres organismes belges visités nous ont paru très intéressantes. Le Centre de droit de la consommation de l'Université catholique de Louvain est un groupe de huit juristes et étudiant(e)s en droit, dirigé par Thierry Bourgoignie, qui se consacre presqu'exclusivement à la recherche et à la publication scientifique. De plus, il organise périodiquement un congrès européen très prisé: non seulement les conférencier(e)s sont sélectionné(e)s pour leur compétence dans le domaine choisi mais les participant(e)s sont aussi trié(e)s sur le volet. Leurs visées ? Introduire la protection du consommateur parmi les préoccupation de l'enseignement et de la recherche en droit et aider à développer le mouvement consumériste belge et européen. Rien de moins!

Le *Conseil de la consommation* est un organisme consultatif auprès du Ministre des affaires économiques. Il présente, de sa propre initiatives ou sur demande, des avis sur tous sujets qui concernent les intérêts des consommateurs. Il est composé des représentants des quinze organisations de consommateurs belges qui sont des associations familiales et féminines, des coopératives et des syndicats de travailleurs. Sont également représentés, des entrepreneurs en production et distribution, des classes moyennes (PME professions libérales), des gens de l'agriculture et des services publics, en plus de membres experts reconnus pour leur compétence dans un domaine donné. Le Conseil qui travaille en sous-commissions est particulièrement versé dans les pratiques de commerce, mais donne également des avis sur d'autres matières telles la santé, la justice, la sécurité, etc., quoiqu'elles relèvent d'autres ministères.

D'abord un lieu de dialogue et de concertation, les organisations de consommateurs semblent particulièrement apprécier les rencontres du Conseil qui leur permettent d'atteindre directement les producteurs et les représentants des ministres qui, autrement, seraient moins accessibles.

Le **CRIOC** quant à lui, regroupe les quinze organisations de consommateurs belges (nombre qui inclut les syndicats de travailleur-euses et les groupes d'action familiale et sociale), et leur fournit un appui technique. Il est aussi le principal responsable des projets-pilots d'éducation à la consommation au niveau primaire. **Test-Achat Association Belge des consommateurs** est la plus grande association de consommation belge et comprend au moins 260 000 membres. L'information constitue sa dimension de base et elle publie trois mensuels et un hebdomadaire en plus d'offrir chaque année plusieurs guides très complets sur divers sujets de consommation. Elle a aussi mis au point, avec certains secteurs professionnels, des contrats types qui visent à protéger consommateurs et commerçants. Bien sûr, ceci est un résumé bien trop succinct.

Toutefois, on ne peut passer sous silence les travaux gouvernementaux reliés à la consommation. Le Service **Inspection générale de la consommation** du **Ministère des affaires économiques** comprend deux directions. L'une d'elle s'occupe de l'étude des problèmes généraux de la consommation et du crédit à la consommation, ceci incluant les dossiers internationaux traités avec la CEE et l'OCDE (Organisation coopérative de développement économique). L'autre est chargée de la protection des consommateurs. Règle générale, le Ministère s'occupe très peu d'information du consommateur, relégant cette tâche aux organisations de consommateurs.

Deux lois sont administrées par ce Ministère: la Loi sur le crédit à la consommation datant de 1957 et visant à la protection des emprunteurs à tempérament, et la Loi sur les pratiques de commerce, adoptée en 1971, qui démontre, selon l'avis même des fonctionnaires, une ambiguïté flagrante entre la concurrence et la protection du consommateur. Un nouveau projet de loi sur les pratiques de commerce et sur la protection du consommateur est actuellement à l'étude. Si elle est adoptée, cette loi constituerait la naissance du droit de la consommation belge. De plus, une commission d'étude sur la réforme des droits de la consommation sous la présidence de Thierry Bourgoignie du Centre de doit de la consommation de l'Université catholique de Louvain étudie présentement l'ensemble de la législation existante afin d'en arriver à des propostions pour combler certaines des lacunes identifiées.

Bref, le consumérisme belge semble en pleine effervescence et ceci, peut-être à cause des changements prévus en 1992. Mais il faut aussi souligner que le Ministre des Affaires économiques en poste à ce moment était très sensibilisé à la question de la protection du consommateur et qu'il a ainsi insufflé un dynamisme supplémentaire aux organisations belges qui se sentent appuyées dans leur démarche.

Le consumérisme belge semble s'engager dans une période de croissance. En ce moment, on discute beaucoup de clauses abusives, de l'accès à la justice, de sécurité des produits, de l'élaboration d'un code de protection du consommateur et d'éducation des jeunes à la consommation. Cependant, la situation politique de la Belgique ne permet pas de savoir si cet essor se maintiendra. En Belgique comme ailleurs, le climat change parfois avec les ministres.

En tant qu'observatrices, ce stage d'exploration et d'étude s'est avéré une expérience très enrichissante tant au plan personnel que professionnel. Notre intérêt, autant pour le consumérisme international que pour les questions qui préoccupent les consommateur d'ici, s'en trouve renforcé. ☐

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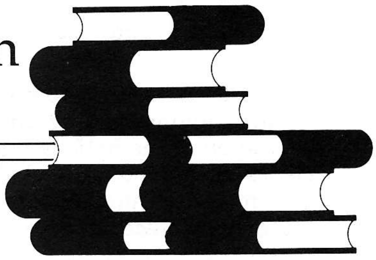
Global Concepts: Do They Have a Place in Home Economics Education?



Mary Gale Smith

Abstract

This article reports on a study carried out for the Research and Development in Global Studies Project at the Centre for the Study of Curriculum and Instruction in the Faculty of Education, University of British Columbia. The study set out to analyze and synthesize the body of literature which integrates global education and home economics education. The findings indicate that there are several arguments for infusing global concepts into home economics education. Since the nature of global interdependence, interrelationships, and interconnectedness in an emerging educational issue, there is a need for the development of a carefully grounded rationale, of appropriate student learning activities, and of teacher education programs. These include the goal of imparting a global perspective to future teachers, and support teaching methodologies which further communicative and emancipatory action.

Résumé

Cet article se penche sur une étude effectuée dans le cadre du projet de recherche et de développement dans les études globales au Centre pour l'étude des programmes scolaires et de l'enseignement (Centre for the study of Curriculum and Instruction) de la faculté d'éducation de l'université de la Colombie-Britannique. L'étude analyse et résume ces documents intégrant l'éducation globale et la formation en économie familiale. Les ersultats indiquent qu'il existe de nombreux arguments en faveur de l'intégration de concepts globaux dans l'apprentissage de l'économie familiale. La nature de l'interdépendance, des interrelations et de l'interrapport s'avérant une question éducationnelle de plus en plus soulevée, il existe un bexoin pour le développement d'un raisonnement soigneusement planifié, d'activités d'apprentissage appropriées pour l'étudiant et de programmes d'éducation des enseignants; l'objectif d'inculquer une perspective globale aux futurs éducateurs et l'appui de méthodologies d'enseignement incitant à des activités communicatives et émancipatrices en sont des exemples.

Increasingly Canadian home economists (eg. Engberg, 1977; Murray, 1986, 1987; Peters, 1984) and their counterparts in the United States (eg. Frazier, 1983; Green, 1982; Mumaw, 1988) are emphasizing that we cannot ignore the global nature of our world. This is not an isolated phenomena. Attention to world interdependence has been on the increase in education in general (Anderson 1982; Becker, 1979; Joy and Kneip 1987). To explore the extent to which global concepts are becoming part of home economics education, a review of the literature was undertaken.[1]

Purpose

The primary purpose of this study was to explore the meaning of global or development education in home economics education. Sub-purposes were:

- to examine the arguments for including development or global concepts in home economics curricula
- to summarize suggested learning activities
- to analyze the literature for its contributions to the direction of practice in infusing development or global concepts into home economics education
- to consider needed directions for research and development of these topics.

Ninety-six sources were examined ranging from books, to journal articles, to master's theses. In making the selection, titles were scanned for such key words as global, development, international, culture, home economics, home economics education, world hunger and health. More than half of the sources specifically dealt with global or development education and the work of home economists in a school setting. Publication dates ranged from the early seventies to the present with a greater number dating from 1980 onward. Although some of the sources were Canadian, the majority of the publications were from the United States.

Terms of Reference

Part of the purpose of this review was to seek clarity on the central terms in use; development education, global education, and global perspective. Development education addresses problems of development, both overdevelopment and underdevelopment, and the resulting inequities in terms of human needs and quality of life, and encourages students to determine possible courses of action (Peters, 1984). Joy and Kniep (1987) identify the two primary goals of development education as:

> First: It attempts to awaken our students to the reality of underdevelopment — both as an

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[1] This research was funded by the Public Participation branch of the Canadian International Development Agency. Copies of the complete study are available at the following address:

Research and Development in Global Studies Project Centre for the Study of Curriculum and Instruction,
Faculty of Education,
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> experience which affects real human beings, and as a crucial element of our local and global social, political and economic systems.
>
> Second: It tries to promote students' understanding and appreciation of the options that societies and individuals, including themselves, can exercise in coming to grips with this reality (p. 16)

Global education includes development education as well as questions and issues such as population growth, the environment, peace, health, law, and conflict. Kniep (1986) identifies the following essential elements as the substantive focus of global education:

> 1. The domain of global systems: economic, global, political, ecological and technological.
>
> 2. The domain of global issues and problems: development issues, peace and security issues, environmental issues, and human rights issues.
>
> 3. The domain of human values and cultures: universal values, and diverse human values.
>
> 4. The domain of global history. (p. 437-446)

The aim of infusing development or global issues or concepts into existing curricula is that of imparting to students a global perspective. Hanvey (1982) states "education for a global perspective is that learning which enhances the individual's ability to understand his or her condition in the community and the world and improves the ability to make effective judgments" (p.i). He outlines five dimensions of an attainable global perspective as:

- perspective consciousness
- "state of the planet" awareness
- cross-cultural awareness
- knowlege of global dynamics
- awareness of human choices.

Development education was most frequently linked with home economics education in the literature. The term global often appeared as a descriptor of world interconnectedness rather than as a specific school subject. For example, AHEA' s development education project is titled *Global Connections..*

The Arguments for Globalizing Home Economics

In the literature reviewed, several arguments or reasons for including development or global concepts in home economics were identified. They are interrelated and interconnected to some degree and are presented essentially in order of their frequency of appearance in the literature which may or may not be indicative of their importance.

1. A global perspective is implicit in the mission of home economics.

Brown and Paolucci (1979) state:

> The the mission of home economics is to enable families, both as individual units and generally as a social institution, to build and maintain systems of action, which lead to 1) maturing in individual self-formation and 2) to enlightened, cooperative participation in the critique and formulation of social goals and means for accomplishing them (p. 23).

The term families implies all families, thus concern for the fulfillment of basic human needs, health and welfare, and quality of living of families world wide is an integral part of home economics curricula. The major issues involved in this argument are hunger and poverty, their effect on individuals and families, and the recognition that remediation of starvation and human suffering in the world cannot take place unless and until families in developed and affluent countries become interested in international cooperation (Swope, 1981; Peters, 1984) It is argued that it is our professional obligation to empower individuals and families and this requires education about global issues.

2. We live in a global community therefore education for global citizenship is necessary.

Many of the choices we make in daily living have far reaching effects. Today's students are tomorrow's leaders and decision makers, therefore attention must be given to the fact that "education builds attitudes, values, and analytical skills that shape political and social actions over many decades" (Koblinsky, 1987, p. 60). The major concept related to this argument is social/political responsibility. Emphasis is given to the development of a social conscience so that students can make informed political and social decisions and take positive social action. Frazier (1983) refers to achieving a "globally responsible life-style" which "means that people world wide can have satisfying life-styles in conjunction with and not at the expense of others" (p. 168).

3. Ethnic/Cultural diversity

Increased mobility and immigration are characteristics of a global community. Thus all over the world, ethnically diverse people are living in closer contact. Cross cultural understanding is the concept associated with this argument. Emphasis is given to the appreciation of the diversity in traditions, customs, skills, and beliefs, of cultures and the reduction of stereotyping.

4. Increasing economic interdependency

This argument is really part of living in a global community but is often given separate treatment. For example, Mumaw (1988) includes in her rationale, living in a global community, international economic interdependency, and ethnic diversity. She contends that "basic human needs decisions involving food, clothing, shelter, transportation, health and other aspects of life are no longer isolated events" (p. 171). Consumer decision making is the concept associated with this argument with attention to the economic, political, and social implications of such decisions.

5. Environmental concerns

This theme is also related to global citizenship and the well being of individuals and families but is at times considered as a separate concern. Murray (1987) discusses the environment, technology, and energy and their impact on people. She indicates that while widespread concern for the state of the environment is relatively new, pollution and diminishing environmental quality constitute significant dimensions of the global situation. Resource management is the main concept associated with this argument. Frazier (1983) in outlining five parts of a globally responsible life-style, adopts mainly a resource use and environmental point of view.

Student Activities

Approximately half of the publications included student activities. The main topic addressed (61%) was food and nutrition. Activities ranged from hunger awareness, to the preparation of food from other cultures, to unit plans on hunger or world food problems.

Research was the most commonly mentioned type of activity. Research of another culture, ethnic group or a family in another country predominated. However whether this type of activity does promote global understanding will depend on how it is carried out. Unless carefully grounded, such an activity often can result in understanding others in an oversimplified, stereotypical or a historical way. Sometimes the very words "other" or "different" as in "other country" or "different culture" can convey a "we-they" dicotomy which may give students a sense of western superiority. Nash (1987) suggests an activity, "Trading Places", which offers an example of how one might avoid this. She encourages the students to report their research in the first person as if they were living in the country they are researching.

Learning outcomes specified by the authors more often mentioned awareness and knowledge or understanding (60%) than action (14%). It is important to remember that home economics is a mission oriented field, one which seeks knowledge for some purpose, some action. Brown (1980) outlines three systems of action:

> (1) action in rational-purposive production or procurement of the physical entities required by the family for the good life,
>
> (2) communicative action within the family and with social groups outside the family for understanding and for consensus in defining the good life, i.e., in the formation and determination of values and goals, and
>
> (3) emancipative action freeing individuals, the family, and society from dogmatic beliefs and from social forces which are dominative or exploitative. (p. 101)

Essentially rational-purposive or instrumental action involves technical tasks such as the preparation of food, and the procurement of clothing and shelter. Frequently empowerment of people is mentioned as a goal of global education. Communicative action and emancipative action support empowerment, therefore the need is to develop learning activities and teaching strategies which further this goal.

Directions for Practice

In introducing global concepts into existing home economics curricula, consideration must be given to how this can be accomplished, to the intent, and to the appropriate methods. Mumaw (1988) maintains that the synthesis and integration of global understandings begins with identifying a theoretical framework. She suggests three possible options for education: start with family issues and attempt to understand their occurrence and meaning around the world, start with global issues and identify their impact on families, or use a holistic framework of family resource management. The latter seems most appropriate as Charles (1985) cautions against developing curriculum on the basis of issues:

> While it is useful to teach about "issues", an issues approach alone can be insufficient and shallow. When an issue has been identified, it has been isolated from a larger whole. It tends to represent a polarization of ideas or concerns. (p. 216).

Since education is an attempt to change students, educators have an intellectual responsibility to try to understand what they are doing and why. Thus the devolopment of an ethically defensible rationale becomes imperative. The values, assumptions , and philosophical underpinnings require examination.

The role of the teacher in a global education program which encourages problem posing; perspective taking, problem solving, and critical thinking is quite different from a program which is essentially information giving or training. In home economics education the tendency has been to concentrate on the technical to the neglect of the communicative and emancipatory systems of action. Teaching methodologies must be developed to foster these kinds of actions. Perhaps more importantly, the goal of imparting a global perspective to future teachers must become a part of teacher training programs.

Home economics is described as a practical science (Brown and Paolucci, 1979; Brown, 1985). A home economist is a generalist who deals with the perennial, practical problems which face families. This explains why home economics educators focus more on: hunger in the context of feeding and nourishing family members and poverty in the context of the acquisition of basic needs before economic development; social/political responsibility in terms of individual life-style before participation in the political/governmental arena; how to assist consumer decision making before influencing economic policy; individual and family resource management and use, for example, how to cope with depleting stocks of firewood before tackling such enviromental concerns as the reduction of the ozone layer. Attention is first given to problems that individuals and families can address and act upon before issues which require lobbying and legislation.

In this regard home economics differs from other subjects associated with development or global education. In social studies, the emphasis is on the historical, geographical, political and economic factors of development. In science, environmental issues are stressed. Health education focuses on nutrition and the prevention of disease. In each of these areas the approach is very subject oriented. In contrast, home economics adopts an interdisciplinary, humanistic approach emphasizing how development impacts on the family.

Further Research and Development

McGowan (1987) states:

> There are thus three gaps in our world. One is the "development

> gap" between the rich and the poor parts of the globe. The second, which permits the first to persist, is a "knowledge gap" in which persons who should know better do not, and in which the people at the bottom often know why they are poor and hungry, but are powerless to do anything about it. The third gap can be called the "caring gap", wherein persons are knowledgeable about the development gap but do nothing to change it (p. 37-38).

The goal of development education is to close the caring and knowledge gaps. Home economics educators are committed to the same goal by their mission which is to enhance the lives of individuals and families all over the world. This review revealed that global concepts are a part of home economics but their place in home economics curricula needs further defining. The explicit intentions of home economics education need to be clarified within a theoretical framework. A rationale for integrating development or global concepts into home economics curricula needs further thoughtful consideration to be morally, ethically, and educationally justifiable. Learning activities must be developed which are relevant and educationally sound, focussing on critical thinking and including communicative and emancipative action as well as the more common instrumental action. The area of teacher preparation must be addressed. These are the challenges facing home economics educators as they recognize that their "educational responsiblity ... includes but also transcends the immediate community" (Goodlad, 1986, p. 432).

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Update in Maternal and Infant Nutrition

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Abstract

Results from a number of recent studies in maternal and infant nutrition may influence a variety of our nutrition recommendations for pregnancy and infancy. The purpose of this review is to emphasize some of the new research that either confirms or questions established practice. Currently, controversial issues concerning maternal nutrition include weight gain for the obese pregnant woman, the use of vitamin and mineral supplements during pregnancy, and the effects of second-hand smoke on the fetus. Topics in infant nutrition which require clarification are the use of unmodified cow's milk, the appropriate level of fat for the infant, and the prevention of obesity. All health professionals should participate in continuing education activities to ensure that current recommendations are based on the best available information.

Résumé

Les résultats de bon nombre d'études récentes sur la nutrition de la mère et son bébé pourraient influencer toute une gamme de recommandations nutritives lors de la grossesse et la petite enfance. Le but de cette revue est de souligner certaines nouvelles recherches confirmant ou mettant en question les pratiques établies. Parmi les questions actuelles controversées concernant la nutrition de la mère, on retrouve le gain de poids chez la femme obèse enceinte, l'usage de vitamines et suppléments minéraux lors de la grossesse et les effets de la fumée sur le foetus. Les sujets portant sur la nutrition de l'enfant et exigeant clarification sont l'usage de lait non modifié, le niveau approprié de gras chez le bébé et la prévention de l'obésité. Tous les professionnels de la santé devraient pouvoir se recycler constamment en vue d'assurer que leurs recommandations soient basées sur les meilleurs renseignements disponibles.

The periods of pregnancy and infancy continue to be important and controversial areas for nutrition educators. Health and Welfare Canada has identified maternal nutrition as a priority of national concern (Federal-Provincial Advisory Committee on Health Promotion, 1983) and has recently published the National Guidelines on Nutrition in Pregnancy (Federal-Provincial Subcommittee on Nutrition, 1986). A counselling guide on practical solutions to common infant feeding questions has also been published by Health and Welfare Canada (Health Promotion Directorate and the Canadian Paediatric Society, 1986) demonstrating the significance attached to this important period of growth and development.

Research into nutritional concerns during pregnancy received new impetus with the release of the document *Maternal Nutrition and the Course of Pregnancy* in 1970 (Committee on Maternal Nutrition). Since that time recommendations concerning weight gain and nutrient intakes have undergone much scrutiny and evaluation. The increase in nutrition knowledge and the growing appreciation that it is not always the quantity of the nutrient but the bioavailability of that nutrient that is important, make it vital that we continue to revise and update our nutrition education message. The purpose of this review is to highlight some of the recent research that should have a significant impact on this message.

Maternal Nutrition

Weight gain. There is a direct and important relationship of weight gain during pregnancy to the birthweight of the infant (Simpson, Lawless, & Mitchell, 1975). Adequate birth weights in turn decrease the incidence of perinatal mortality. Weight gains of 11-13 kg have been widely accepted for women who enter pregnancy at normal weight (Committee on Maternal Nutrition, 1970; Perinatal Medicine Committee, 1980). However, mean weight gains have been increasing beyond 13 kg (Brown, Berdan, Splett, & Robinson, 1986; Frentzen, Dimperio, & Cruz, 1988; Shepard, Hellenbrand, & Bracken, 1986). Recent evidence indicates that the more weight a woman gains above 9.1 kg, the more that is retained by the start of her next pregnancy (Greene, Smiciklas-Wright, Scholl, & Karp, 1988). Seventy-three percent of the 7,116 subjects in the above study were heavier at the beginning of their second pregnancy; those who gained at least 9.1 kg retained between 2.6-4.6 kg by the start of their next pregnancy. Additionally, excessive weight gain in women who were within their normal prepreg-

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nant weight for height range increased the risk for developing gestational hypertension and becoming pre-eclamptic (Shepard et al., 1986).

Consequently, it would appear that while adequate weight gains (11-13 kg) should be encouraged primarily so that infants will obtain an appropriate birthweight, excessive weight gains that may lead to additional fat accumulation in the mother should be discouraged.

Weight gains for women who enter pregnancy above the ideal weight are more difficult to define (Abrams, 1988). Naeye (1979) indicated that women who entered pregnancy overweight (> 135% of desirable weight) had the lowest perinatal mortality rates at weight gains of approximately 7 kg. Abrams and Laros (1986) reported that weight gain and birth weight were poorly correlated for obese women and that no minimum recommendation for weight gain was necessary. These findings recently have been substantiated for obese women of low socio-economic status (Frentzen et al., 1988). Obesity per se increases the risk of caesarean delivery (Garbaciak , Richter, Miller, & Barton, 1985). It is appropriate, therefore, to place less emphasis on counselling for weight gain for obese pregnant women and to concentrate on providing these women with a healthy eating pattern. Protein and calories should be available throughout the day and the sometimes typical meal pattern of "no breakfast, light lunch, and large dinner" should be avoided (Leveille & Romsos, 1974). Recommended protein intakes during pregnancy are approximately 60-70 g (Bureau of Nutritional Sciences, 1983) and there appears to be no justification for having protein levels substantially greater than this (Picone & Allen, 1984). Adequate levels of protein can be obtained easily by adhering to the recommendations in Canada's Food Guide.

Recommendations for weight gain in underweight individuals are less controversial. Data from the large Collaborative Perinatal Study in the United States (Naeye, 1979) indicated that the lowest perinatal mortality rate was achieved when the very thin women gained 13.5 kg. Abrams and Laros (1986) reported that underweight women (< 90% of standard weight) had average prenatal weight gains of 14.3 kg, resulting in infant birthweights within "the normal range". In a study of 1,080 births, Mitchell and Lerner (1987) concluded that for underweight women, birthweights were significantly higher when weight gains exceeded 13 kg. The Nutrition Intervention Project for underweight pregnant women in Virginia encourages women to gain up to their "expected weight" (Clements, 1988). The expected weight was calculated by assessing the patient's frame size, then determining her standard weight per frame size, and adding the amount she should have gained according to her week of pregnancy. The goal at the end of pregnancy was for the client to gain her standard weight plus 11 kg. The results from this study indicated that underweight white women who gained >90% of their expected weight by the last prenatal visit had an incidence of low birth weight of 6.4% while mothers who gained < 90% of expected weight had an incidence of low birth weight of 17.6%.

Thus all the research appears consistent with the recommendations that underweight women should strive to gain sufficient weight to bring them to standard weight for height, plus the recommended amount of 11-13 kg for pregnancy. However, as Clements (1988) points out, many underweight women expressed a fear of gaining too much weight during pregnancy and only a very small percentage (6.3) of underweight women actually gained ≧ 100% of expected weight.

Pregnant adolescents gain more weight than do older gravidae even though the average birth weight for infants of adolescents is lower (Johnston, Hyson, & Blackmer, 1985). Whether this increased weight is related to an increase in maternal lean body mass is uncertain (Frisancho, Matos, & Flegal, 1983; Garn, LaVelle, Pesick, & Ridella, 1984). Recent evidence suggests that pregnant teenagers appear to continue to grow throughout their pregnancy (Scholl, Hediger, Ances, & Cronk, 1988). Thus at the present time pregnant adolescents should be encouraged to gain at least in the upper range of normal and possibly even higher (Frisancho et al., 1983) in order to provide for their own growth and that of the fetus.

Minerals. Of the supplements utilized during pregnancy, iron is the most widely prescribed. In order to meet the demands of a growing fetus and an increasing maternal blood volume, recommended iron intakes increase from 14 mg to 15 mg daily if sufficient maternal stores are present or from 14 mg to 20 mg daily if insufficient reserves are evident (Bureau of Nutritional Sciences, 1983).

Although iron absorption increases substantially throughout pregnancy, many investigators firmly believe that iron supplementation is essential in pregnant women (Dawson & McGanity, 1987). However, considerable concern has been expressed in recent years that ingestion of iron supplements may compromise zinc absorption as well as the absorption of other trace minerals. Solomons and Jacob (1981) have reported that iron: zinc ratios in excess of 2:1 have detrimental effects on zinc absorption. Other investigators have shown that at levels of iron supplementation used by pregnant women, plasma zinc levels were depressed (Hambridge et al., 1983). Zinc is known to be extremely important for growth and development and adequate intakes during pregnancy are essential. The solution is not to add zinc to the list of prenatal supplement because excess zinc, in turn, may compromise copper balance (Festa, Anderson, Dowdy, & Ellersieck, 1985).

The Canadian Society for Obstetricians and Gynaecologists has recommended that iron supplements should be given only to those pregnant women who demonstrate iron deficiency or are at risk of developing such a deficiency (Perinatal Medicine Committee, 1986). In general, all vitamin/mineral supplements should be in the physiological range rather than the pharmacological range and hence should be within 50%-150% of the recommended nutrient intakes (American Medical Association, 1981). Pregnant women should be encouraged to eat foods rich in iron of high bioavailability, and to include adequate quantities of foods rich in ascorbic acid so iron absorption is enhanced. It is noteworthy that a recent study of women of reproductive age showed that iron status was significantly better in a group of women who included red meat in their diet compared to similar groups of women who consumed mainly fish or poultry or were lacto-ovovegetarians (Worthington-Roberts, Breskin, & Monsen, 1988). The authors concluded that the form rather than the amount of dietary iron was most influential on iron status. The emphasis on avoidance of red meat by some health professionals may have significant consequences on trace mineral balance, particularly in women of reproductive age. From a nutritional standpoint, given the availability of lean cuts of red meat and the outstanding levels and bioavailability of iron and zinc from these products, the inclusion of lean meats in the diets of pregnant women should be encouraged.

Sodium intake is often restricted during pregnancy in the mistaken belief that it will prevent pregnancy-induced hypertension (formerly referred to as toxemia). A study of pregnant women in Nova Scotia indicated that 48% restricted their intake of salt during pregnancy (Johnston et al., 1985). The Perinatal Medicine Committee of the Society of Obstetricians and Gynaecologists of Canada (1985) has indicated that salt restriction or diuretics are not beneficial, and are probably harmful, for women with hypertension during pregnancy. Millar (1988) has reported on three cases of pregnancy-induced hypertension that were associated with voluntary limitation of salt intake. He concludes that patients at risk of developing hypertension during pregnancy should not restrict their salt intake as it may increase the prevalence of this condition. More research is clearly needed on this important topic (Sibai, 1988) and until it is available, pregnant women should be encouraged to salt their food to taste.

Calcium remains an important nutrient for pregnant women and food sources of this nutrient should be encouraged. Individuals who do not habitually consume dairy products should seek counselling from a qualified dietitian/nutritionist, rather than resorting to calcium supplements. In some instances, antacids that contain calcium carbonate have been recommended as an inexpensive and convenient source of calcium during pregnancy (Chez & Pitkin, 1982). However, antacids containing calcium carbonate are reported to provide an unfavorable environment for the absorption of iron (O'Neil-Cutting & Crosby, 1986), and gallstones in the infant have been associated with the ingestion of calcium carbonate supplements during pregnancy (Powell, 1985).

Fluoride intake during pregnancy has been reported to decrease the incidence of dental caries and to improve the morphology of the teeth in the offspring (Glenn, Glenn, & Duncan, 1982). However, these results need to be duplicated. At the present time, neither the Canadian Dental Association nor the Canadian Paediatric Society has recommended the use of fluoride supplements prenatally.

Vitamins. The routine use of vitamin supplements during pregnancy has not demonstrated an improvement in maternal or fetal outcome (Hemminki & Starfield, 1978). Although folic acid supplements have been reported to decrease the incidence of neural tube defects (Smithells et al., 1983), many nutritionists feel that we need to await the results of additional studies before firm conclusions can be drawn. Health and Welfare Canada emphasized the potential detrimental effects of folic acid supplements in healthy, non-pregnant volunteers and cautioned against the use of supplements exceeding 1.0 mg (Health Protection Branch, 1984; 1986). Their concern was based on an earlier study which showed that folic acid supplements of 15 mg, when consumed for a period of approximately 1 month, produced a variety of symptoms including mental changes , sleep disturbance, and gastrointestinal complaints (Hunter, Barnes, Oakeley, & Matthews, 1970).

More recently, in a study of pregnant women in Boston, 4% of the sample had folate levels considerably higher than recommended as a result of self-medication with prenatal supplements (Huber, Wallins, & DeRusso, 1988). This study points out how careful health care professionals must be in their recommendations on nutrition supplements. Pregnant women at high risk, including those with low income, poor dietary intakes, and low maternal age, may benefit substantially from folic acid supplements but caution must be exercised to make sure that intakes of such supplements are at an appropriate level. There is still considerable debate over the need for all pregnant women to receive folate supplements (Hibbard, 1988; Horn, 1988).

Excessive use of Vitamin A shortly before and during pregnancy has been associated with a variety of malformations in the fetus (Public Affairs Committee, U.S. Teratology Society, 1987). Additionally, use of the synthetic Vitamin A compound isotretinoin (Accutane®), which is used for treating acne, causes major malformations in almost 20% of fetuses exposed in early pregnancy (Lammer et al., 1985). A recent report (Editorial, 1987a) indicated that 81% of a sample of women in New York State took vitamin A during pregnancy and 0.6% had taken supplements containing greater than or equal to 25,000 I.U. of vitamin A daily. This level of intake has been associated with central nervous system, cardiac, and skeletal malformations in neonates and should be avoided by all women contemplating pregnancy. The U.S. Teratology Society position statement indicates that "supplementation of 8,000 I.U. vitamin A (as retinal/retinyl esters) per day should be considered the recommended maximum prior to or during pregnancy until further evaluation can be performed in the human population" (Public Affairs Committee, 1987, p. 269).

Vitamin D is essential for normal calcium metabolism. Concern has been expressed that pregnant women in the Canadian north may not be receiving adequate amounts of this vitamin (Indian and Inuit Health Committee, 1988). Although milk in Canada is generally fortified with vitamin D, milk used for the manufacture of dairy products is not. Pregnant women who choose cheese or yogurt instead of fluid milk must make sure that they receive either adequate exposure to sunlight or a vitamin D supplement. The Canadian Paediatric Society recommends that "pregnant women and nursing mothers in the north should take 400 I.U./d of vitamin D either as fortified milk or in addition to milk or in addition to their vitamin and mineral supplementation, which provides 400 I.U./d of vitamin D" (Indian and Inuit Health Committee, 1988, p. 230). This represents a substantial increase in the recommended dietary intake of 200 I.U. (5 μg) stated by the Bureau of Nutritional Sciences (1983).

Lifestyle Related Factors

Exercise. During pregnancy, moderate exercise is encouraged and is generally considered to be well tolerated (Fitness Canada, 1983; Kulpa, White, & Visscher, 1987). Of the 85 low-risk pregnant women who completed the study reported by Kulpa et al. (1987) no increase in obstetric complications or neonatal morbidity was reported by those doing aerobic exercise. Even the more intense aerobic exercises had no adverse effects. However, pregnancy is not the time to begin a strenuous exercise program and common sense should prevail. Pregnant women should consume sufficient calories in order to compensate for the increase in energy expenditure and to promote adequate weight gain.

Cigarette smoking. It is well substantiated that smoking exerts a detrimental effect on the outcome of pregnancy (Meyer, 1978; Johnston et al., 1985). A study of pregnant Danish women showed a significant effect of paternal smoking on birth weight (Rubin, Krasilnikoff, Leventhal, Weile, & Berget, 1986). For each cigarette smoked per day by the mother there was an average loss in birthweight of 9.2 g and an independent loss in birthweight of 6.1 g per cigarette smoked daily by the father. It is apparent that pregnant women should be allowed to partake of a smoke free environment at all times in order to ensure optimal birthweight of their infants. Pregnant women who decide to stop smoking during the pregnancy can be reassured that at least some of the fetal growth retardation in both weight and length can be overcome (Sexton & Hebel, 1984).

Alcohol consumption. Health professionals reaffirm that the ideal situation during pregnancy is abstinence from alcohol. While the results of heavy drinking are clear, the consequences of light or moderate drinking remain equivocal. Mills and Grauhard (1987) showed that total malformations were not significantly higher among women who consumed less than one drink per day (77.3/1000) or one to two drinks per day (83.2/1000) than among non-drinkers (78.1/1000). Other investigators, however, have indicated that infants of mothers who were classed as moderate drinkers (approximately 3 mL - 28 mL absolute alcohol daily) weighed an average of 163 g less and were 0.5 cm shorter at 8 months of age compared to infants of mothers who had only an occasional drink (Barr, Streissguth, Martin, & Herman, 1984).

Unfortunately, a major factor which affects research studies on alcohol intake is the underreporting of alcohol consumption. Ernhart and co-workers indicated that a large proportion of women in their study gave retrospective reports of alcohol consumption in pregnancy that were significantly greater than those given while they were pregnant (Ernhart, Morrow-Tlucak, Sokol, & Martier, 1988). The authors indicate that this underreporting strongly affects research findings, especially those that relate to the minimum quantity of alcohol at which we begin to see an increase in adverse effects. Rosett and Weiner (1981) have cautioned that exaggeration of the adverse effects of light drinking during pregnancy may make parents of abnormal children feel guilty unnecessarily because they assume it was the alcohol that caused the abnormality rather than other factors.

Caffeine. Moderate consumption of caffeine, equivalent to 3-6 cups of coffee daily, is considered safe according to the Perinatal Medicine Committee of the Society of Obstetricians and Gynaecologists of Canada (1984). An early study (Linn et al., 1982) of over 12,000 women found no relationship between low birthweight or malformations and heavy coffee consumption. More recently, caffeine consumption of more than 150 mg daily was associated with increased first or second trimester spontaneous abortion (Srisuphan & Bracken, 1986). Furthermore, Martin and Bracken (1987), reported that women who consume caffeine in amounts that are equivalent to drinking 2-3 cups of coffee per day have twice the risk of having a low birthweight infant compared to pregnant women who consume no caffeine. Birthweight was decreased by an average of 105 g in women who consumed more than 3 cups of coffee per day. These findings need to be replicated before we are confident about a relationship, if indeed there is one, between adverse pregnancy outcome and caffeine consumption. An excellent review of caffeine, including its effects on the fetus, has been published recently (Leonard, Watson, & Mohs, 1987).

Aspartame. There is no experimental or epidemological evidence to indicate any adverse effects from aspartame for either mother or fetus (London, 1988). Of course, women homozygous for phenylketonuria must consider aspartame an additional source of phenylalanine. During pregnancy, nutritionists recommend an adequate caloric intake in order to support an appropriate weight gain. Consequently, moderation in the use of aspartame would appear appropriate.

Infant Nutrition

Issues concerning infant nutrition are somewhat more controversial and centre on the use of unmodified cow's milk, iron status of the infant, the appropriate level of fat in the infant's diet, and infantile obesity. Recommendations on topics such as the timing of the introduction of solid foods — namely between 4 to 6 months — appear to be well accepted by both health professionals and parents.

Use of unmodified cow's milk. The age at which unmodified cow's milk should be introduced into the infant's diet is a subject of much debate. Breast feeding is widely recommended for the first 6 months of infancy but after weaning, some manufacturers of infant formulas, as well as some health professionals (Wharton, 1987), are recommending that prepared infant formulas be used until the infant is a year old. The Committee on Nutrition of the American Academy of Pediatrics (1983) states that unmodified cow's milk may be introduced at 6 months provided the infant is receiving at least one third of his/her caloric intake from supplemental foods. This position was reaffirmed by this same committee in 1986 (Committee on Nutrition). Both the Canadian (Canadian Paediatric Society Nutrition Committee, 1979) and the British (Committee on the Medical Aspects of Food Policy, 1987) recommendations state that whole pasteurized cow's milk is suitable for infants over 6 months of age. Based on nutritional, developmental, and immunological considerations some researchers have indicated that there is no evidence to show that cow's milk is inappropriate for infants older than 4 months (Anderson et al., 1985; Anderson & Morson-Pasut, 1987).

Iron status of infants. Meeting iron requirements is a problem for infants who are fed unmodified cow's milk. Early reports indicated that pasteurized whole cow's milk fed to infants under 140 days of age caused gastrointestinal blood loss which presumably could lead to iron deficiency anemia if the infants weren't supplemented with iron (Fomon, Ziegler, Nelson, & Edwards, 1981). No adverse reaction to cow's milk was shown for infants over 140 days of age. Cow's milk has a very low quantity of iron (0.4 mg/L) and iron allowances have been estimated to be 7 mg/day from 6-12 months of age (Bureau of Nutritional Sciences, 1983). Tunnessen and Oski (1987) demonstrated that infants fed whole cow's milk beginning at 6 months had, at 12 months, lower serum ferritin and mean corpuscular volume and a greater incidence of hemoglobin values < 11g/dL than did iron-fortified formula-fed infants.

To complicate matters, however, concern has been expressed that iron-fortified formulas may interfere with the absorption of other trace minerals, in particular, zinc and copper (Craig, Balback, & Vyhmeister, 1984; Haschke, Ziegler, Edwards, & Fomon, 1986; Solomons & Jacob, 1981). Craig et al. (1984) found low plasma zinc levels in a small number of infants fed a formula with a high iron to zinc ratio but other investigators (Yip, Reeves, Lonnerdal, Keen, & Dallman, 1985) found no evidence that iron supplementation compromised zinc status.

Infants who consume non-fortified formula with iron-fortified infant foods (meat containing beikost fortified with ferrous sulphate) had similar hemoglobin and hematocrit levels as infants fed iron-fortified formulas. Serum ferritin levels, however, were lower at one year in the non-fortified formula group (Haschke et al, 1988). Nevertheless, these authors conclude that adequate iron status could be maintained with the use of non-fortified formulas and with levels of iron intake considerably below the recommended levels.

Studies completed in both Canada and the United States have demonstrated that the incidence of anemia in infants and children is declining (Yip, Binkin, Fleshood, & Trowbridge, 1987; Yip, Walsh, Goldfarb, & Binkin, 1987; Gibson, MacDonald, & Smit-Vanderkooy, 1988). Dallman (1987) suggests that there are a number of factors responsible for the decline in anemia including an increase in the length of time breast-feeding (breast milk has iron of high bioavailability), use of iron-fortified formulas and use of iron-fortified cereals. Yeung and co-workers have reviewed the role of iron-fortified cereals in the diets of Canadian infants and have concluded that the inclusion of these cereals can easily prevent or eradicate iron deficiency in infancy (Yeung , Scythes, & Zimmerman, 1986). However, Fomon (1987) has stated that the absorption of iron from fortified infant cereals is low. Until the controversy over infant cereals is resolved, it may be appropriate to be reminded that meats are an excellent source of heme iron and are well-tolerated and accepted by 6 month old infants (Beal, 1957).

Although iron deficiency is generally not life threatening, the growing body of literature relating iron deficiency to behavioral alterations in children (Lozoff et al., 1987; Soemantri, Pollitt, & Kim, 1985) makes it imperative that we continue to monitor this important aspect of infant nutrition.

Recommended fat intakes for infants. Breast milk is a high fat food with approximately 50% of its kilocalories from fat and about 200 mg/L of cholesterol. Commercially available infant formulas have a similar percentage of kilocalories from fat but contain no cholesterol. That infants should consume a high fat diet is biologically sensible since infants' stomachs can hold a limited volume and because of the need for lipids for the developing nervous system.

Although there are many recommendations indicating that adult North Americans should reduce their total consumption of fat, recommendations for infants and children are more controversial. In 1986, the American Academy of Pediatrics indicated that diets for infants and children up to 2 years of age should not be restricted in fat (Committee on Nutrition). Furthermore, for children over 2 years, 30% to 40% of kilocalories from fat were recommended as appropriate to ensure adequate growth and development. A more recent preliminary report on a conference convened to assess the prevention of adult atherosclerosis during childhood (LaRosa & Finberg, 1988) reiterated that there be no changes in the current diet for infants and children under 2 years of age.

Some parents have been so concerned about their children becoming obese or developing atherosclerosis that they have imposed restrictive diets on their infants to the point that these babies have "failure to thrive" (Pugliese, Weyman-Daum, Moses, & Lifshitz, 1987). The diet changes instituted by these parents were based on recommendations made by the medical community for adults at risk for cardiovascular disease and were generally restricted in fat (25-37% of the kilocalories) by utilizing low-fat dairy products and lean meats. These low fat diets resulted in inadequate weight gain and decreased linear growth rate in the infants.

Skim milk and 2% milk should not be used in the first year of life. In fact, the Committee on the Medical Aspects of Food Policy in London (1987) recommended that semi-skimmed milk could be used after two years but skimmed milk should not be used until the child is 5 years. Although the withholding of skimmed milk until the school years may be excessive, there appears to be no reason to include it eariler than 2 years (Editorial, 1987b; Taitz, 1987).

Obesity. There is increasing evidence to suggest that inheritance is a strong factor in the development of obesity (Stunkard et al., 1986). Roberts and co-workers investigated infants born to lean and overweight mothers (Roberts, Savage, Coward, Chew, & Lucas, 1988). The results of this study indicated that total energy expenditure at three months of age was approximately 20% lower in infants who later became overweight when compared to the non-overweight infants. This investigation suggests that a decreased energy expenditure may be a significant factor in promoting excessive weight gain in early life. An increase in energy output by increasing physical activity may be a useful approach to the early prevention of obesity (Roberts et al., 1988).

In a major study of Canadian infants from the Montreal area, it was reported that the ability to predict which babies would be heavy or obese during the first 12 months of life was limited (Kramer et al., 1985). However, it appeared that breast-feeding and delayed introduction of solid foods did offer some protective effect against obesity.

An excellent review of the literature on the relationship between infant nutrition and adiposity has recently been published (Hamosh, 1988). However, the review concludes that well-controlled, carefully-executed studies that pay close attention to both genetics and post-weaning nutrition are certainly needed.

Colic. Infant colic is a common but poorly-defined disorder of unknown etiology occurring in early infancy. It is characterized by excessive crying, and generally dissipates spontaneously by 4 months of age. Recent studies have suggested that colic may result from lactose malabsorption or differences in bacterial fermentations in the colon resulting in gas production (Moore, Robb, & Davidson, 1988). In a study that evaluated the relationship of type of feeding to the occurrence of colic, a similar prevalence of colic was found in infants fed human milk (20%), formula (19%), and formula-supplemented human milk (21%) (Thomas, McGilligan, Eisenberg, Lieberman, & Rissman, 1987). Breast-feeding mothers who drank cow's milk had a similar percentage of colic infants as breast-feeding mothers who didn't drink milk. This result contradicted a widely-quoted study which suggested that maternal ingestion of cow's milk caused colic in breast-fed infants (Jakobsson & Lindberg, 1983).

Thomas et al. (1987) recommend that dietary restriction with respect to type of milk protein is unnecessary in most infants with colic. In a clinical trial, Taubman (1988) assessed treatment of infant colic by comparing counselling of the parents to elimination of soy or cow's milk protein from the infant's diet. The infants whose parents received counselling had a significant decrease in crying time compared to the infants who had a change in formula. The author concludes that in many infants with colic, the crying is the result of parental misinterpretation of infant cries and is not caused by milk intolerance.

Conclusion

Pregnancy and infancy are periods of rapid growth and development which have necessitated specific recommendations for nutrient needs. Nutrition educators must be cognizant of recent advances in maternal and infant nutrition in order to formulate the most appropriate nutrition education messages. It behooves all health professionals to take advantage of continuing education activities, and to keep abreast of new developments in their areas. Nutrition is a young and dynamic field of study, and we will need to continue to evaluate and revise our recommendations as new research becomes available. □

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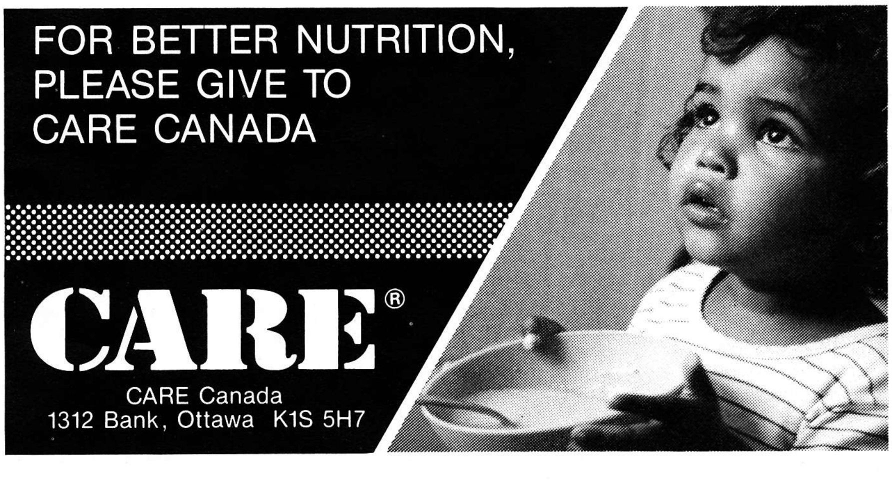

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Book Review Editor

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Essentials of Textiles by Marjory L. Joseph. New York; Holt, Rinehart and Winston, Inc., (1988). 364 pages: Price Unknown.

When dealing with a discipline as dynamic as textiles science, technological advances necessitate a renewal of information on a regular basis. Joseph's fourth edition of *Essentials of Textiles* comes four years after the previous edition.

Joseph has re-organized the introductory section of the text to include consumer information and textile legislation, which were previously situated in the concluding chapters. It should be noted that is not of great value to the Canadian textile enthusiast as the information is American!

The remaining chapters are arranged in a sequence which allows one to visualize the essentials of textiles from the development of fibers through to the finished fabric. However, some chapters have been combined, new information has been added, and old data deleted where required. Joseph's consolidation of chapters is a positive feature of this, her final book.

Some updated photographs and illustrations appear, all of which are helpful in understanding the material, and in providing a current, aesthetic appearance.

Joseph's book is extremely useful for the student with little background in chemistry, or for the layperson with a desire to acquire a basic knowledge of todays common textiles, their use, and care.

Reviewed by:
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The Developing Child Teacher's Resource Binder by Holly E. Brisbane (1988). Mission Hills, California: Glencoe Publishing, loose leaf 368 pages, 52 colour transparencies, $87.00

This large volume provides a wealth of resource material to accompany Brisbane's text of the same title. The text covers the topics of child development to age 6, parenting, and child care concepts.

The resource binder follows the chapters of the textbook including for each, a lesson plan, handouts, and transparencies. Within the framework of the lesson plan are student objectives, a summary of the textbook chapter, motivators (2 or 3 ideas to initiate discussion), vocabulary skills (new words and terms used in the chapter), a list of suggested individual and class activities, answers to end-of-chapter textbook questions, and related resources including duplicating masters, chapter, and unit test material.

Following this, there is a section on observing and participating with young children and includes numerous observation charts and extensive guidelines for setting up an on-site preschool program. The binder is rounded out with a section on bulletin boards, answers to assigned questions, and finally, 52 colour transparencies. These are accompanied by a "use and further discussion" guide.

At first glance this binder looks like a ready-made "walk in and teach" book and I suppose the poorly motivated teacher could manage it. However, as I read more closely, I become aware of the real commitment expected of the teacher. To arrange for and prepare the suggested class or individual activities, and indeed to arrange an on-site preschool requires a large commitment of time and energy.

The material presented is written at a basic level that would be easily read and comprehended by the average high school student.

This resource binder, although it works best in conjunction with the student text, could be used as an independent source of resource material for a program in parenting and child development to age six.

Reviewed by:
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Love in the Blended Family (Falling in Love with a Package Deal). Neumann-Clubb, Angela. (1988). Toronto: NC Press, 187 pages; $12.95.

Love in the Blended Family is the author's look at stepfamilies, particularly the role of stepmother and second wife. In many ways, stepfamilies live on an inner and outer level, a sort of "dual life" which requires not only a good deal of energy but also emotional resiliency.

The term blended family has been aptly coined for the reason that a stepfamily tries so much to look and act as normal as possible. Although the appearance of an instant family may be there, looking and feeling normal is a monumental task. New ties are often formed before family members have worked through the processes of loss and separation, and acknowledge a host of feelings.

Here is realistic advice on learning to develop more honesty, trust, and love in family relationships. The misinterpretations, the stumbling blocks and challenges, the vulnerability, the struggle with acceptance, the "unhooking" from the past, dealing with in-laws, grandparents, and friends and also overcoming little/big issues.

"Every second wife and stepmother has times when it would seem far simpler to just walk out of her marriage. The strength of her commitment is seen each time she chooses to stay and meet her challenge." I am sure that is also true for husband and stepfather.

This book could be used in teaching or working with parenting and relationships.

Newmann-Clubb says, "Children are a job — but also a stress. This truth is not fully understood, until people actually become parents. The more solid the reasons are for having children, the more resilient you will be when you are challenged; and whatever your initial expectations might have been about re-marriage, motherhood and stepmotherhood, they rarely work out exactly the way you had imagined".

A highly readable book and very good bibliography and glossary.

Reviewed by:
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The Craft of Teaching Adults. Thelma Barer-Stein, James Draper, Eds. (1988) Toronto; Culture Concepts Inc., 207 pages; Paperback $17.95

The Craft of Teaching Adults is a refreshing "handbook" for any adult facilitator. The collection of essays is conversational, a dialogue between the reader and leading adult educators, whose individual perspectives and expertise provide a rich mosaic of observations, reflections, and patterns for action in adult education.

The range of the content is broad, including the scope, vitality, and complexities of adult education in a way that captures the excitement of this growing field of study. The depth is stepped down with practical, action-oriented approaches, and up, by stimulating references to studies in more depth, making this a book for Home Economists, Dietetians, Managers, and Educators.

The threads throughout the chapters are the applied contexts, comparisons, and perspectives of the principles of adult education, recurrent and life-long learning. As any good study of a craft, the book includes some history, research and scope of the craft, from Alan Thomas and Roby Kidd, observations about the current state of the art, attention to detail and competencies, and especially, "faith in the worth" of the craft, and invitation to "commitment" from James Draper.

Significant in content and approach, inviting facilitator and learner to color the learning experience, are Virginia Griffin's essay on holistic learning: recognition and experience of five identified capabilities, and Thelma Barer-Stein's positive view of cultural differences. A glimpse into "Lesley's class" with Don Brundage, Ross Keane, Ruth MacKneson, gives an opportunity to share the teaching experience and become acquainted with process interventions welcomed by practioner, for "Pooped Pete", or "Talkative Tracy" and others. There are useful models for creative decision-making and evaluation from Reg Herman and Lynn Davie. In a supportive and collegial closing chapter, teachers talk with teachers!

Practioners summaries, boxed guides, and a bonus, Selected Annotated Canadian Bibliography, plus a guide to Adult Education Networks, National and International, make this book a staple on the well-stocked shelf of an adult educator.

Reviewed by:
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Part-time Instructor, Seneca College

Supplementary Book List

From time to time the Journal receives books for review consideration, which do not readily lend themselves to our review process. Also many cook books are received but the Journal policy is not to review cook books. However, we present a list of the best of the new works that have been submitted for consideration.

Sweaters by Hand: Designs for Spinners and Weavers by Helene Rush and Rachael Emmons. (1988). Loveland, Colorado. Interweave Press. 140 pages, soft cover.

The Illustrated Dictionary of Knitting by Rae Compton. (1988). Loveland, Colorado. Interweave Press. 222 pages, soft cover.

The Craft of the Country Cook by Pat Katz. (1988). Vancouver, British Columbia. Hartley and Marks Ltd. 730 pages, soft cover.

Roman Cookery by John Edwards. (1986). Vancouver, British Columbia. Hartley and Marks Ltd. 228 pages, soft cover.

The Harrowsmith Cookbook by Editors and Readers of Harrowsmith Magazine. (1987). Scarborough, Ontario. Firefly Books. 288 pages, soft cover.

Lose Weight and Love It by Lee Harvey and Helen Chambers. (1986). Ottawa, Ontario, H.C. Publishing. 174 pages, soft cover.

Oh, Canada! by Bunny Barss. (1987). Calgary, Alberta. Deadwood Publishing Ltd. 166 pages, soft cover.

The Sugarless Cookbook by Nellie G. Hum. (1987). Ottawa, Ontario. Hum Publishing. 111 pages, soft cover.

The Complete Book of Turkish Cooking by Ayla Esen Algar. (1985). New York, New York. Routledge, Chapman and Hall Inc. 335 pages, soft cover.

Abstracts of Current Literature

Family and Consumer Studies

Explaining intergenerational conflict when adult children and elderly parents live together.

Suitor, J. Jill, Pillemer, Karl (1988).
Journal of Marriage and the Family, 50, 1037-1047.

Adult children and elderly parents often share a residence and the present study examines the intergenerational conflict that occurs in these situations. The sample consisted of 372 elderly parents living with children 18 years of age or older. The results revealed the frequency of disagreements between the two generations to be surprisingly low. Conflict was significantly lower in dyads in which the adult-child was older and in which the adult-child and parent shared the same or similar marital status. There was no evidence to support the hypothesis that a parent's health, dependency on the adult-child, or gender were related to conflict between the parent and child. Parents and children who choose to live together are likely to have a harmonious relationship, where levels of conflict would not be disruptive in their lives. This factor may account for the low levels of conflict, although further study would be necessary.

The value of cat ownership to elderly women living alone.

Mahalski, Pauline A., Jones, Robin & Maxwell, Gabrielle M. (1988). *International Journal of Aging and Human Development,* 27(4), 249-260.

Recent studies have examined the effects of pet ownership on elderly people and its effect on their happiness and loneliness. The current survey studied the attitudes of elderly women toward pet cats.

The sample consisted of forty women pensioners, living in public housing. Twenty women lived in a city which allowed cats in the publicly-owned pensioner housing and the remaining lived in a city, where cats were prohibited. The women were asked to complete a questionnaire. The results revealed that most of the women, even those from the group not allowed to have cats, had a generally favorable attitude towards them. Attitudes were more positive in the city which allowed cats and those who owned a cat or wished to own one. The city, which prohibited cats in public housing, eventually reversed its policy as more positive aspects were shown. There is conflicting evidence about loneliness regarding pets, although almost all the cat owners felt less lonely because of their pet. There are many aspects to loneliness, and pets may be a way to decrease it in some ways.

Factors influencing college students' perceived readiness for marriage.

Larson, Jeffrey H. (1988). *Family Perspective,* 22(2), 145-157.

This study was designed to examine the factors that affect a college students' perceived readiness for marriage and the effect an undergraduate course in marriage and the family has on their perceived readiness. The factors studied were gender, age, romanticism, parental marital status, and the effect of a marriage and family course on romanticism and readiness for marriage.

The sample consisted of 229 college students from two groups. One group was enrolled in a marriage and family course, while the second group was not.

As a total group, the students felt relatively competent as future spouses. The results indicated that females had a greater readiness for marriage, however, the age of the student did not affect it. The completion of a marriage and family course not only increased their perceived readiness, but decreased their level of romanticism. The data did not reveal any effect of parents' marital satisfaction on the students' attitude about marriage. There was an increase in perceived readiness for marriage among romantic students.

The marriage and family courses appear to have a positive effect on the students and the article reveals student feedback on the most valuable course subjects and areas for future study. Gender, completion of a marriage and family course, and romanticism were variables related to a college student's readiness for marriage.

Who does what when partners become parents: Implications for men, women, and marriage.

Cowan, Carolyn Pope, Cowan, Philip H. 1988
Marriage and Family Review, 12(3/4), 105-131.

The present study examines the roles changes and the consequences that both men and women experience when they are first-time parents. Parent, partner, and worker roles in terms of actual participation and psychological salience are studied, as well as, each parent's satisfaction with his or her level of involvement.

The sample consisted of 47 couples who were first-time parents and fifteen couples who had not decided about becoming parents. All participants completed a "Who Does What?" questionnaire, at each assessment period: late pregnancy, 6 months, and 18 months postpartum. The results revealed that fathers' involvement significantly increases from 6 to 18 months postpartum, however, the mothers carry the major burden of child care. An increase in fathers' level of involvement also increases the wives' satisfaction with the couple's division of labor. A greater psychological involvement in parenthood brings with it a decreasing involvement in the role of spouse and lover for both parents.

The psychological changes to parenthood appear to be more traditional than egalitarian, in that women take on more parent involvement. The results suggest that it is not the arrival of a baby, but the changes in parent, partner and worker roles that interact with feelings about oneself and one's marriage that may cause problems in a family.

Reviewed by
Linda Zynter BA

Textiles/Clothing

Effects of interfacing type on shear and drape behaviour of apparel fabrics.

Collier, B.J., Paulins, V.A., & Collier, J.R. (1989).
Clothing and Textiles Research Journal, 7(3), 51-56.

Fabric drape is a major contributor to the overall appearance of a garment. Construction of the interfacing will affect the drape of the fashion fabric to which the interfacing is applied. The purpose of this research is to study the effects of various interfacing types on shear and drape behaviour of a wide range of apparel fabrics. Shear stiffness values were determined on the Kawabata Tensile and Shear Tester and correlated with drape values measured on a specifically designed drape tester. Shear behavior was also determined after application of fusible and nonfusible woven and nonwoven interfacings to the sample fabrics. Interfacing type significantly affected the shear stiffness of the sample fabrics. The nonwoven interfacings, because of their high shearing resistance, contributed to shear stiffness in an additive fashion. The nonwoven character was more important than the presence of fusible resins in determining the face fabric behaviour. For woven interfacings, fusible resins significantly affected shear behaviour by increasing the stiffness of the interfacing as well as the face fabric. For both fusible and nonfusible woven interfacings, large differences in the shear stiffness of the face fabric's composition also influenced the face fabric's shear behaviour.

Quality control in overseas apparel manufacturing.

Rabolt, N.J., Bothwell, K., Forney, J.C., & Barry, M. (1988).
Journal of Consumer Studies and Home Economics, 12, 389-397.

The apparel industry is international and increasing competition has resulted in global sourcing of merchandise. The purpose of this study was to identify the quality control problems and the causes of these problems associated with overseas manufacturing. Apparel exporters and fabricators in seven Asian countries were visited. Through content analysis, four major problem categories were identified, including construction, finishing, materials, and fit. These problems appear to be due to eight causes: (i) not following specifications, (ii) production methods, (iii) management, (iv) facilities and equipment, (v) skills of workers, (vi) government structure, (vii) resource availability, (viii) culture. Major implications suggest that students entering the quality control area must be aware and have the problem solving skills to deal with a broad spectrum of cross-cultural differences.

Dress as a reflector and sustainer of social reality: A cross-cultural perspective.

Hamilton, J.A., & Hamilton, J.W. (1989).
Clothing and Textiles Research Journal, 7(2), 16-22.

This study analyzed dress as a cultural symbol, as a material and behavioral manifestation of self and of self-in-society, and as a metaphor of the social world of the Karen, a tribal ethnic group in Thailand. Traditional anthropological participant-observation and cultural interpretation methods were used to collect data, because they provide insight into the relationship of dress to human individual and social experiences that more expedient methodologies may ignore. This interpretation of female dress of the Karen, relies primarily on anthropological symbolic theory. Findings suggest that dress may serve as a symbolic metaphor of the relationship of the individual to the cultural system. As such, dress can be an extremely powerful symbolic way of expressing and reinforcing subtle values, relationships and meaning in human culture. Dress contributes to the maintenance of cultural continuity by interaction with rituals to cause individuals to want to act as they must act in order to preserve their own cultural system.

The decline in expenditures for clothing relative to total consumer spending, 1929-1986.

Winakor, G. (1989.
Home Economics Research Journal 17(3), 195-215.

This study examines the drastic decline in expenditures for clothing relative to total consumer spending from 1929-1986 and its possible causes. Total expenditures for clothing and shoes (CSX) has increased greatly since 1926, but CSX has declined as a share of the total personal consumption expenditures (PCE) in nominal dollars, particularly since the end of WWII. Analysis of time series data indicate that, in real dollars, per person CSX is a function of the previous year's CSX and the year-to-year change in PCE; the levels of total PCE and clothing inventory seem to have less effect on CSX than in the past. Meanwhile, based on survey data, the slope of the Engel curve relating to clothing expenditures at a given time has not changed. Hypothesis about why CSX/PCE has declined in nominal dollars include changes in relative price and quality of clothing, relationships among clothing and other commodities, fashion change, demographic factors, and structural change in the economy.

Supplementary listing of articles

Clothing and the social organization of gender perceptions: A developmental approach. Kaiser, S. (1989), *Clothing and Textiles Research Journal, 7*(2), 46-56.

Resource use: The complexity of time and energy management in clothing maintenance. Khan, S., Ater, C., Harp, S. & Johnson, K. (1989), *Journal of Consumer Studies and Home Economics, 13*(1), 67-78.

Studies of fabric wear, part I: Attrition of cotton fabrics. Lamb, G., Kepka, S., & Miller, B. (1989), *Textile Research Journal, 59*(2), 61-65.

Theoretical developments in clothing and textiles: Are we stuck in concrete? Nagasawa, R.H., Kaiser, S.B., & Hutton, S.S. (1989), *Clothing and Textiles Research Journal, 7*(2), 23-32.

Economic analysis of quarterly household expenditures on apparel. Norum, P.S. (1989), *Home Economics Research Journal, 17* (3), 228-240.

Reviewed by
MaryAnn McCreight
MSc Graduate Student

Foods/Nutrition

Nutritional practices, attitudes and knowledge of outpatients with multiple sclerosis.

Douglas, J.B. and Edwards, V. (1988).
Journal of the Canadian Dietetic Association, 49, 246-248.

To determine the nutrition attitudes, practices and knowledge of 85 outpatients with multiple sclerosis, this study was undertaken. A questionnaire was completed, either in-person or by telephone interview, by the subjects aged 20-70 years.

Results showed that multiple sclerosis (MS) influenced the intake of dietary supplements for 63.5% of subjects. Supplements used were varied and included vitamin C (49%), vitamin and mineral complex (44%) and vitamin B complex (40%). The reason supplements were taken was stated by 62.7% of subjects to be improvement or stabilization of MS symptoms. Of the subjects, 37% felt certain foods should be avoided by those with MS. The nutrient most often reported was fat (23.8%) Fruits and vegetables were most often listed as important additions to the diet (43.8%). Sources of nutrition information were stated to be relatives/friends (58%), newspapers/magazines (47%), physicians (33%) , dietetians (32%) and radio/ television (29%). The true and false knowledge quiz revealed that only 6% of subjects could name the four food groups of Canada's Food Guide. However, 69% of subjects scored over 50% on the quiz.

The results show that the target group has a great deal of interest in nutrition and its relationship to health but often may not have sound nutrition practices or knowledge. This is stated to be a potential area of dietetics specialty in clinic settings.

Adolescent nutrition education.

Various authors (1988).
Journal of Nutrition Education, 20. (1988)

This volume of the Journal of Nutrition Education is a theme issue dealing with adolescent nutrition issues. It fills a demand for current information on the state of adolescent nutrition education needs.

Many topics are presented in this volume. The nutritional needs during the physiological changes of adolescence are discussed as are methods for nutritional assessment of adolescents. The effect of psychosocial factors on adolescent food consumption behaviors are also presented. Issues for special nutrition consideration include discussions of nutritional needs during adolescent pregnancy, early identification of individuals with an eating disorder and the use of nutrition supplements among teenagers.

Topics concerning nutrition education programs include definitions of high risk groups, the use of goal setting to effect a change in behavior and the effect of nutrition intervention programs on students' food choices and their nutrition knowledge and attitudes.

This collection of age-specific research and review articles will be very useful for those working with teenagers. It presents knowledge from leading nutrition educators and reviews of work with adolescents in a number of settings. Background information on adolescent growth and development and nutrition assessment methods provides a basis for practical application of this knowledge. Finally, it offers creative view points of ways to enhance nutrition education in both theory and practice.

Food preferences, beliefs, and practices of Southeast Asian refugee adolescents.

Story, M. and Harris, L.J. (1988).
Journal of School Health, 58, 273-276.

This study assessed food preferences, beliefs, and practices among 207 Southeast Asian refugee high school students. The subjects (125 males, 82 females) had been in the United States five years or less. Data were collected in a classroom setting using a questionnaire printed in both English and their native language of Cambodian, Vietnamese, or Hmong. The questionnaire consisted of a checklist to determine degree of liking for 35 listed foods, a checklist to determine eating frequency of these foods, a checklist to determine attitudes and beliefs concerning 27 foods, and a section to gather sociodemographic information.

Rice, a staple food, was rated highest on the food preference list. The two favoured meats were chicken and steak. Foods considered as high status foods in their native countries such as fruits, meats, and soda pop, remained highly preferred foods. Low preference was given to sweet foods such as cakes, cookies, and candy bars, With the exception of cheese, and macaroni and cheese, which were most disliked, less than 1/3 of the subjects disliked any of the listed foods.

Breakfast was consumed regularly by only 26% of the females and 43% of the males. Snacking between meals was uncommon. The evening meal was usually prepared by 45% of the subjects while 52% reported they regularly assisted with grocery shopping.

Foods receiving the highest rating for making one healthy and strong included rice, vegetables, beef, chicken, and oranges. Dairy products, especially cheese, were believed to make one fat. Highly sugared foods were believed to be related to dental caries by only 58% of subjects.

The authors concluded that education related to general knowledge, food preparation, nutrition quality of foods, and a definition of a balanced diet should be addressed to ensure healthy food choices in a new country.

Sustained depression of the resting metabolic rate after massive weight loss.

Elliot, D.L., Goldberg, L., Kuehl, K.S. and Bennett, W.M. (1989).
American Journal of Clinical Nutrition, 49, 93-96.

This study investigated the effect of a modified fast induced weight loss on resting metabolic rate (RMR) in seven obese woman (BMI of 29.1-48.4; mean- 37.6 ± 6.3). A protein-sparing modified fast consisting of about 300 kcal/ day with 45 g protein was used to induce weight loss. One month after cessation of the diet subjects were consuming a maintenance diet of 1100-1400 kcal/day. RMR was determined before the diet began, monthly during the modified fast and again at 4-6 weeks into the maintenance diet.

Significant weight loss occurred during the modified fast with a mean weight loss of 28.3 ±11.4 kg. A significant decrease in both fat and fat-free body mass was observed. RMR was significantly reduced during the modified fast, with a 22% decrease between the pre-diet and the initial diet measurements. This reduction in RMR per fat-free mass was sustained even after weight stabilization on a maintenance diet. The authors stated that this observed decrement may contribute to the tendancy to quickly regain lost weight.

Iron absorption in man: Ascorbic acid and dose-dependent inhibition by phytate.

Hallberg, L., Brune, M. and Rossander, L. (1989). *American Journal of Clinical Nutrition,* 49, 140-144.

The inhibition of non-heme iron absorption by phytates and the effect of ascorbic acid and meat on this inhibition were the subjects of a recent study. Absorption and retention of doses of labeled iron were measured in 124 adult subjects. The non-heme iron doses were contained in wheat rolls to which known amounts of phytate were added just prior to serving.

Results showed a marked decrease in the absorption of iron with the more phytate present. This decrease was significant even at a dose level of 2 mg phytate. Phytates added at 2 mg level inhibited absorption by 18%, 25 mg by 64% and 250 mg by 82%. The addition of 50 mg ascorbic acid significantly counteracted this inhibition with the relative increase of the iron absorption being greater the more the absorption was inhibited by phytate. Increases at levels of 0 mg, 25 mg and 250 mg phytate were 75%, 117% and 184%, respectively. In this study, the effect of the addition of 50 g of ground beef was less well defined and seen only at the 250 mg phytate level.

The observed interaction between ascorbic acid and phytates has broad nutritional implications. Current efforts to increase fiber intake can be expected to increase the phytate content of the diet. Thus, the importance of ascorbic acid food consumption with high fiber foods on iron status becomes evident.

Reviewed by:
Laurie Wadsworth, MSc.

Supplementary listing of articles

Factors that influence learner readiness. Achterberg, C. (1988). *Journal of the American Dietetic Association,* 88, 1426-1428.

Nutrition promotion in a university foods service: Reduced fat, sodium, and energy content of menus. Kubena, K.S. and Carson, D.E. (1988). *Journal of the American Dietetic Association,* 88, 1412.

Research methods in nutrition and dietetics: Design, data analysis and presentation. Monsen, E.R. and Cheny, C.L. (1988). *Journal of the American Dietetic Association,* 88, 1047-1065.

The role of nutrition professionals in the hunger debate. Campbell, C., Katamay, S. and Connolly, C. (1988). *Journal of the Canadian Dietetic Association,* 49, 230-235.

Toward healthy blood cholesterol levels: A dietary approach. Official Position of The Canadian Dietetic Association. (1988). *Journal of the Canadian Dietetic Association,* 49, 216-228.

Variation in energy intake during the menstrual cycle: Implications for food-intake research. Lissner, L., Stevens, J., Levitsky, D.A., Rasmussen, K.M. and Strupp, B.J. (1988). *American Journal of Clinical Nutrition,* 48, 956-962.

New Developments

Compiled by Ann Scott

... In Publications

Communication Techniques for Nutrition Educators

"The message your audience reads, hears, or understands is more important than the words you said or wrote", says Eleanor Brownridge, a professional dietitian and experienced author and broadcaster.

In an audio tape edited from the Ontario Dietetic Association Pacesetters Symposium, Eleanor shares many of the tips used by journalists to communicate with the public. She also summarizes the who, what, where, when, and how of media relations.

To order: Send $11.95 to Brownridge Communications Strategies Inc., 55 Hillsmount Road, London, Ontario N6K 1W1.

Advice for a Healthy Heart

Many of the factors that increase the risk of heart disease are within the control of the average person. When it comes to food choices; however, many people are still confused about the role of cholesterol and fat in the diet.

Best Canada Inc. has put together an easy to follow guide called *Heart Sense* to help people take control of their lives and reduce the risk of heart disease for the whole family.

Heart Sense contains straight forward advice about how to improve the odds against disease: reduce total dietary fat, especially saturated fats, and replace saturated fats with vegetable oils that are high in polyunsaturated fats; cut down on high-cholesterol; watch your weight; avoid smoking; exercise regularly and reduce sodium intake to help guard against hypertension. The 27 recipes included represent delicious and easy to prepare foods that are low in calories, cholesterol and sodium. Copies are available for .50¢ each.

To obtain copies: Write to Best Foods Canada Inc., 401 The West Mall, Etobicoke, Ontario M9C 5H9, (416) 620-2310.

Health for All

Health for All: Project WHERE (World Health Education Resources Exchange) is a teaching module recommended for grades 9 and 10. It familiarizes students with some of the major health issues worldwide and current efforts to improve the well-being of people who do not have access to adequate diets, clean water, basic sanitation, immunization, and health education. The approach stresses the impact of the social and economic environment on health and positive action students can take to improve world health.

The module consists of five basic activities which can each be covered in one class period and are suitable for integration in a home economics/family studies program. In addition to clear, concise lesson plans, the kit contains student handouts that can be reproduced, suggested optional activities, glossary, and a listing of other programs and resource materials. A variety of methods are used including newspaper review, class discussion, case studies, mini-lectures and problem-solving exercises. This teaching module may be purchased for $10.00.

To order: Write to Education Development Center, Inc., 55 Chapel St., Newton, MA 02160, U.S.A.

Sweaters by Hand

Helene Rush, well-known knit designer and author has teamed up with master spinner Rachael Emmons to create all-new designs for men and women. Along with clear step-by-step knitting directions, this collection of designs includes spinning and dyeing information for creating beautiful yarns, as well as advice on selecting and using commercial yarn substitutes, achieving the right sweater size, blocking techniques, and finishing touches.

With designs for the beginner as well as the experienced, *Sweaters by Hand* ensures that each sweater will be as distinctive as the knitter who creates it.

Available from: Knitting and book stores and from Interweave Press, Inc., 306 N. Washington Ave., Loveland, CO 80537, (303) 669-7672 ($17.95 plus $2.50 postage, U.S. funds).

... In Products

New Insulin Injection System

For 160,000 Canadians with insulin-requiring diabetes, life is a balancing act. Food intake and insulin injections must closely match the diabetic's energy needs in order to keep blood sugar levels as close to normal as possible. The better the balancing, the fewer blood sugar peaks and valleys, and the better the diabetic feels.

Diabetics who want to lead busy, active, even irregular lifestyles are learning to control their condition, rather than having diabetes control them.

Nordisk Gentofte Canada Inc. has just launched two new insulin injection devices, Insuject and Insuject-X, which allow the diabetic to control blood insulin levels with greater convenience than ever before.

In a compact pen, similar in size to a marking pen and weighing approximately one ounce, the diabetic can carry the equivalent of a week's supply of insulin, needle and syringe, without the need for refrigeration. Research studies show that even when the pen is kept at room temperature for up to two months, there is no change or deterioration in the insulin concentration.

The exact dosage to be injected is preset making one-handed injection precise and easy to control. Health professionals find it is much easier to teach a patient how to inject his own insulin using the pen, rather than a syringe system.

For those patients who use two types of insulin, a fast-acting type and a slow-acting one, there is no danger of a mix-up. The pens and cartridges for Insuject and Insuject-X are color-coded, and a unique cartridge cap ensures that only the correct cartridge can fit into the appropriate pen.

For a limited time, the Insuject and Insuject-X pens will be available free of charge.

Source: News Release. Nordisk Gentofte Canada Inc., 6515D Mississauga Rd., Mississauga, Ontario L5N 1A6, (416) 826-2242 or 1-800-387-8302.

Canadian Consumer Rates Breakfast Cereals

In a test carried out by the Consumer Association of Canada in which 80 cold breakfast cereals were analyzed, of the 24 that were of the 'kiddy crunch' kind, 22 ranked among the worst in terms of nutrition (high in sugar and low in fiber). As well, several adult cereals that are perceived to be healthy rated surprisingly low.

Breakfast cereals have become big business — surveys indicate that 40 per cent of Canadians breakfast on cereals. Manufacturers target their product to certain groups by offering sugar and toys to children and nutrition and health to adults.

Studies have shown that people who eat breakfast function better by lunch time. Cereal grains offer a good portion of important nutrients such as protein, carbohydrates, vitamins, and minerals as well as insoluble fiber. However, breakfast cereals should be chosen carefully since processing of ready-to-eat cereals may strip away much of the fiber and thus remove many vitamins and minerals.

When selecting breakfast cereals, nutritionists suggest that you choose a cereal made from unrefined or whole grain that gives you more fiber and nutrients; avoid cereals with lots of sugar, sodium, saturated oils, and check box labels for comparisons. Store brands and generics are often less expensive and may be equally good.

Source: Hibler, M. (1989). Breakfast Cereals. *Canadian Consumer, 19(2).*

. . . In Ideas

Early Dental Decay

A condition called Nursing Bottle Caries or just Nursing Caries affects up to one in ten children under three years of age in Canadian cities. Nursing caries are caused by improper feeding techniques and are characterized by rampant decay of the baby teeth in children under three years of age.

In this age of fluoridation and decreasing tooth decay in children, these statistics seem incredulous. However, the process which causes nursing carries seems to overwhelm the effects of fluoride.

Dental plaque is the accumulation of bacteria tightly bound to tooth enamel. When a baby is born, the mouth is invaded by a variety of bacteria from the immediate environment. Several types of bacteria identified in infantile plaque have been shown to promote tooth decay. Diet is known to influence the types of bacteria which grow in the mouth. If a baby is fed sweetened food habitually, there is a tendency for sugar-loving bacteria to flourish and produce acid from the sugar which acts on the enamel of the tooth thus causing decay.

When a baby gets drowsy or falls asleep, saliva flow is decreased or stops completely. One of the main functions of saliva is to clear away food or liquid in the mouth and to neutralize the acid produced by bacterial plaque. When a child is left to fall asleep with a bottle of milk or formula, it stays on the teeth as a result of the decrease in saliva production. Milk and formula contain enough lactose to decay teeth if left on the teeth all night. Breast milk can also cause nursing carries if the baby is demand fed and allowed to fall asleep while feeding.

As a guide, some pediatricians recommend weaning a baby from a bottle or the breast at about one year. Studies have shown that the longer weaning is delayed, the more the teeth are at risk. Toddlers who are allowed to continuously carry around a bottle containing anything other than plain water, and feed at will are at risk for early dental decay because the bacteria in the plaque are exposed to sugar.

One of the most important functions of the baby teeth is to guide the adult teeth into their proper positions as they develop. Baby teeth are lost starting at about six years of age and continue to be replaced often to the age of 12 or 13 years. Improper infant feeding can lead to situations which can result in crowded and crooked adult teeth.

Excerpts taken from: Cross, H. (1983). Dental Caries and Infant Feeding. *In-Touch, 7(1).*

An Overview of Eating Disorders

The eating disorders anorexia nervosa and bulimia nervosa are serious conditions with complex etiology. Anorexia nervosa (AN) is characterized by the relentless pursuit of a thinner body shape, usually manifested by strict dieting and other behaviors such as obsessive exercising, vomiting, or laxative abuse that cause significant weight loss, often to the point of emaciation. The drive for thinness is accompanied by a dissatisfaction with the body and a perceptual disturbance, which involves a distortion of how affected individuals perceive body shape. Such people generally perceive their bodies or parts of their bodies to be much larger than they actually are. Diagnostic criteria for AN include both the drive for thinness and body image distortion as above, a requirement for a weight loss to 85% of expected weight or failure to attain the expected weight, and in females, a period of amenorrhea during the time of weight loss.

Bulimia nervosa (BN) is characterized by similar concerns about body weight and shape, manifested as a drive to be thinner or a phobic fear of fatness. The most obvious symptom of BN is "bingeing", that is, the consumption of large amounts of food in short periods of time with a sense of loss of control. The foods consumed during binges are usually those forbidden to individuals by their diet. Bingeing episodes are usually followed by vigorous exercise, strict dieting or purging, either by vomiting, use of laxatives or diuretics. Individuals with BN may be at a normal weight, may be obese, or may also suffer from AN.

The improved level of knowledge about AN and BN resulting from research of the past 15 years supports a number of conclusions. Firstly, these disorders are increasing in frequency and are associated with significant morbidity and mortality. They represent a significant public health risk among specific population subgroups. Included in these high-risk groups are athletes, dancers, models, and others who are overly concerned about body weight and shape. Secondly, effective treatment strategies have been developed for these illnesses, provided that attention is paid to both the physical state of starvation as well as the psychological problems.

Many questions about these illnesses remain unanswered. The precise role of psychotropic medication in treatment is unclear. The meaning of the many physiologic abnormalities noted in the illnesses is still under active investigation. And, just beginning to be explored, are the relative contributions of genetic and family environmental factors in the etiology of the illnesses. While some information is available about the course and long-term outcome of these conditions, this situation requires further study. Research on these topics may result in identifying variables predictive of both individuals at risk for developing an eating disorder and outcome of therapy.

In the meantime, health care professionals, educators, and the media have an important role in public education. In addition to promoting public awareness of AN and BN, public education must focus on the risks of dieting behaviors, emphasizing the concept of a healthy weight range and dispelling the myth of a single "ideal" body weight.

Excerpts taken from: An Overview of the Eating Disorders Anorexia Nervosa and Bulimia Nervosa. *N.I.N. Review* (National Institute of Nutrition), *8 (January, 1989).*

Home Inspectors

A house is the most expensive investment the average Canadian will make. With the spiralling cost of housing, many Canadians are protecting their investment by turning to a home inspector before making a commitment. However, many complaints have surfaced related to home inspectors failing to detect existing problems.

Canadian Consumer recommends that an inspector be chosen wisely. A referral from a real estate lawyer or notary (in Quebec) or a friend who has had positive dealings with an inspector would be best; whereas a recommendation from a real estate agent should be avoided. The qualifications and experience of the inspector should be evaluated since a home inspector is not legally required to meet minimum qualifications. A graduate architect, building engineer, former construction contractor, or a chartered surveyor may be suitably qualified to perform the inspection.

Finally, the home inspector should submit a written report that identifies the areas to be inspected, evaluates their condition and suggests repair and approximate costs.

The areas of responsibility when defects are not identified is unclear. Cases have occurred in which inspectors were held liable even when there was no written guarantee. Some inspectors try to reduce their liability by including disclaimers in their contracts or reports.

Inspectors can miss problems that lead to damage after the house is bought. Governments and consumers may want to look at ways in which damage disputes could be settled without the costly and time-consuming option of going to court, which is now the only recourse. For example, a mediation body made up of technical, legal and consumer representatives might be set up.

Given adequate regulation of this now largely unconstrained industry, consumers might be able to embark on the often stressful process of buying a home with a fair degree of confidence.

Source: Hirshorn, S. (1989). Inspecting the Home Inspectors. *Canadian Consumer, 19(3).*

... In Trends

A Nutrition Policy for Agriculture Canada

In April 1987, the Research Branch, through the initiative of the Food Research Center, presented a proposal to the Policy Committee of Agriculture Canada for a Nutrition Policy for the department. The resulting Nutrition Policy was approved by Agriculture Canada's Executive Committee in June 1988. This policy is designed to provide greater focus for departmental nutrition activities, enhance interbranch co-operation, avoid duplication of effort and foster initiation of nutrition-related activities.

In the context of promoting the growth, stability and competitiveness of the agri-food sector, Agriculture Canada works with producers, the food industry and consumers to assure a dependable supply of safe, nutritious food at reasonable prices to consumers, and equitable returns to producers and processors.

In the area of nutrition, Health and Welfare Canada is responsible for matters relating to the promotion or preservation of the health of Canadians and, as such, for defining the parameters of nutritional health for Canadians.

Thus, while the roles of Agriculture Canada and Health and Welfare Canada are quite distinctive with respect to nutrition, they are in fact highly complimentary. Agriculture Canada's nutrition policy must ensure that ongoing consultation and collaboration be maintained with Health and Welfare Canada.

Source: Staff (1989). A Nutrition Policy for Agriculture Canada. *Rapport* (National Institute of Nutrition), *4(1).*

Consumers and the Service Industry

The purchase of services, representing one of the fastest growing industries, is an important concept, demanding a new set of consumer skills. With the increasing number of service providers, the potential for problems and abuses in the marketplace is growing.

Unlike goods, consumer services are intangible and perishable: following the purchase, all the consumer retains is the "effect". As a result "quality" becomes difficult to determine and harder to control. When consumers purchase services, they cannot examine the merchandise prior to purchase, or return it in the event of a problem.

Unlike product rating material, consumers will not find a report comparing prices and quality information on which to base their selection. The advice offered is to exercise caution.

Consumers can best increase their chances of receiving quality service by improving their own communication skills with service people. Since October 1, 1988, Ontario's consumers have increased protection through the Prepaid Services Act when entering contracts of $50 or more with clubs offering services in health, fitness, sports, or recreation activities.

Source: Anderson, M. (1989). Consumers and the Service Industry: Don't just buy — Buy smart. *Consumer Quarterly, 4(3).*

Market Research on Organic Food

The Food Development Division of Agriculture Canada conducted a preliminary review to inform industry and government of the current situation in organic agriculture. Since the division found no data that addressed consumer interest, it undertook a market research study.

The division's Market Research Information Section engaged Baseline Market Research Limited of New Brunswick to design and conduct the research. Completed in May 1988, the study's three main objectives were to evaluate the market demand for organic foods and to define market segments or niches; to identify marketplace opportunities for organically produced products; to determine present consumption; to identify product availability; and to identify consumers' ideas about and perceptions of organically grown products.

Although organic foods are now primarily purchased by up-scale urban consumers, this characteristic does not limit the potential market. The results of this study showed that many consumers have made changes in their eating patterns over the past five years, and many now eat organic products. They buy the majority of these foods from farmers' markets or at the farmgate and now perceive them as better in taste, health, quality and nutrition. It was also found that future purchasers of organic products display a greater skepticism. They are less likely to believe that the government ensures product safety and therefore that the consumer must beware.

This study should provide direction for marketing organically grown products in Canada. As more organic food becomes available, organic products should gain in popularity.

Source: Staff (1989). Market Research on Organic Food. *FOOD, ETC.* (Agriculture Canada), No. 1.

Canadian Meat Consumption Patterns

An extensive study on Canadian's meat consumption patterns has been undertaken at the University of Guelph. The overall purpose of the study is to describe the choice, purchase and consumption of meat by Canadians. In addition, it will measure sociodemographic, attitudinal and lifestyle concepts and variables that may relate to, or play roles in, influencing consumer choice, purchase or consumption of meat.

As part of the first phase of the study, qualitative research was done with selected consumers through focus groups. These discussions provided a qualitative identification of the factors affecting consumer decisions in the purchase and use of meat and developed a vocabulary of terms and phrases meaningful to consumers. This information will be used in the design of subsequent research, in particular a quantitative assessment of attitudes and behavior related to purchase/consumption of consumers in the five regions of Canada and in the four seasons of the year.

This research will be undertaken over the next two years.

Source: Watts, T., Liefeld, J., Madiera, K., Roth, V., Usborne, R., & Woolcott, D. (1988). Canadian Meat Consumption Patterns: A Qualitative Assessment of Consumer Attitudes and Consumption Behavior. *Meat Probe, 6*(1).

Marilyn Sharp

On the Job

Profile of a Home Economist as a Volunteer

Marilyn Sharp

Volunteers are one of the most important resources in our society, yet so often their contribution to our well-being goes unrecognized. I was thrilled when the Canadian Home Economics Journal offered me an opportunity to share my experiences as a volunteer in some of the agricultural organizations of our community.

I greatly admire the farm women who are totally involved with the production end of the farming enterprise. I am not adept at handling the large equipment required by today's farming practices, so I have decided to put my Home Economics background to good use and become involved in doing public relations and promotional work for the industry.

Several years ago, I travelled in Europe for five months on a Nuffield Agricultural Scholarship. This experience provided me with an opportunity to review farm women's organizations and agricultural education. I was amazed at the support the agricultural industry had from the general public, something that is missing here in Canada. Upon my return, I have set as one of my goals, to work towards creating an agricultural awareness and a better appreciation by the public of the contributions to our life-style by our farming industry.

My Home Economics background has provided me with a fantastic network of contacts throughout the world. I am always inspired when I meet other Home Economists and find that the ideas exchanged challenge my creativity and encourage me to keep working towards my goal.

The future health of our agriculture industry depends on an understanding between the primary producer and the consumers of today and tomorrow. In order to create that understanding, I have become involved in two organizations; Canadian Western Agribition and Alberta Cattle Commission.

Canadian Western Agribition is an annual week-long agricultural show in Regina, Saskatchewan held during the last part of November. The area for which I am responsible is a new one (called the Western Lifestyles Showcase), created when I joined the Board. One of the aims of the Showcase is to provide a link between the food producer and the consumer so that each has a better understanding of the whole food chain. Secondly, the Showcase is a place to promote the vast number of agricultural products grown in Western Canada and because Agribition is international in scope we have the ability to reach markets beyond Canada. The Showcase attempts to be both entertaining and educational through displays, seminars, demonstrations, and fashion shows.

Alberta Cattle Commission is a producer organization, of ninety elected delegates, who work towards increasing and improving the economic well-being of the cattle industry. One of the most visible projects of the organization is the sponsorship of the Classroom Agriculture Program. My responsibility is that of Chairperson of the "CAP" steering committee. This program began in 1985 and its purpose is to inform upper elementary school children about the role agriculture plays in their lives. The program is presented during Agriculture Week in March by volunteers from the agricultural industry.

Marilyn Sharp obtained a BHE from the University of British Columbia and began employment as an extension Home Economist with Alberta Agriculture. As a volunteer she has been involved with Olds College Board of Governors, The Beef Education Association, and the Boy Scouts. Currently she is an elected delegate to Alberta Cattle Commission and a Director of the Western Canadian Agribition.

Our young people are the consumers of tomorrow so they need to have an understanding of the food industry. We teach them that many areas of employment are dependent on a viable agricultural industry. The first lesson focused on the area of beef production and the second lesson was called "Partners". This lesson illustrated that we are all partners in the food industry. In 1989, the topic is the soil as our natural resource, a most timely topic considering the drought experienced in 1988. In all the lesson plans, the wholesomeness of the food produced in Canada is stressed.

The "CAP" steering committee is responsible for the preparation of the lesson and script, all visual materials, a student workbook, the volunteer training workshops, and presentations to the media. When the 1989 program has been completed, we will have reached over 100,000 Alberta students and we hope that our decision-makers of tomorrow will be informed decision-makers especially where agriculture is concerned. Although the volunteer work means that I travel many miles and much time is spent on projects, I feel that it is all worthwhile when it creates a better understanding of our industry and brings the producer and consumer one step closer together.

Further information about the Nuffield Agricultural Scholarship can be obtained by contacting Canadian Nuffield Agricultural Scholarship Association at Box 127, Macoun, Saskatchewan, S0C 1P0. ☐

Call for Papers
1989-1990

The *Canadian Home Economics Journal* invites articles from home economists and others who share their interest in promoting the well-being of indivduals and families. Papers related to social issues affecting the home economics profession and professional practice, or providing information about professional subject fields are of particular interest.

Contributors will find the Guide for Authors in the Spring 1989 issue, pages 89-90.

Submission deadlines:

Winter	September 15, 1989
Spring	December 15, 1989
Summer	March 1, 1990
Fall	June 15, 1990

Demande d'articles
1989-1990

La *Revue canadienne d'économie familiale* invite des articles écrits par des spécialistes en économie familiale de même que ceux de toute personne intéressée à promouvoir le bien-être des individus et des familles. Les articles traitant d'aspects sociaux ou apportant quelque information que ce soit dans les divers champ du domaine de l'économie familiale sont particulièrement bienvenus.

Pour collaborer à la Revue, consulter le Guide des auteurs dans le numéro de printemps 1989, pages 89-90.

Dates limites d'envoi des manuscrits:

Hiver	15 septembre 1989
Printemps	15 décembre 1989
Été	1er mars 1990
Automne	15 juin 1990

1990 Ruth Binnie Scholarship Bourse Ruth Binnie

Two awards of $5,000 for full-time graduate study, proportionate sums for part-time study. This scholarship was established through the generosity of the late Ruth Binnie, Halifax, to promote the quality of home economics education in Canada.

For a graduate in home economics or home economics education, holder of a professional teaching certificate, who is a Canadian citizen or landed immigrant. First consideration will be given to applicants proceeding towards a master's degree in education on a full-time basis. Second consideration will go to part-time students. The candidate must have a high commitment to the teaching profession and home economics education. The award will be based on scholarship, personal qualities, contribution to home economics education in junior or senior high school, and potential in the education field.

To be eligible, applicants must be members of CHEA and the application must be **postmarked no later than October 31, 1989.** Previous CHEA scholarship winners are eligible to apply provided they continue to be enrolled in graduate study.

Application forms are available from:
Canadian Home Economics Association
901-151 Slater Street
Ottawa, ON K1P 5H3

Deux bourses de 5 000 $ chacune pour des études de 2^e^ cycle à plein temps, bourses proportionnelles pour un temps partiel. Cette bourse a été créée grâce à la générosité de feu Ruth Binnie, de Halifax, afin de promouvoir la qualité de l'enseignement de l'économie familiale au Canada.

Elle s'adresse à une diplômée en économie familiale ou en enseignement de cette discipline qui possède un certificat professionnel d'enseignement est citoyenne canadienne ou immigrante reçue. La préférence ira d'abord à des candidates qui préparent une maîtrise en éducation à plein temps, ensuite à des étudiantes à temps partiel, la somme étant dans ce cas calculée au prorata. La candidate doit s'intéresser activement à l'enseignement et à la formation en économie familiale. Les bourses seront attribuées en fonction des résultats académiques, des qualités personnelles, des contributions faites à l'enseignement de l'économie familiale dans les écoles secondaires de premier et de second cycle et de ce que la candidate peut apporter dans le domaine de l'enseignement.

Les candidates doivent être membres de l'ACEF. Pour être admissibles, les demandes dûment remplies **doivent être envoyées au plus tard le 31 octobre 1989** le cachet de la poste faisant foi. Les candidates ayant déjà bénéficié d'une bourse de l'ACEF sont éligibles à une bourse 1990 si elles poursuivent des études de second cycle.

Pour les formules de candidature, s'adresser à
L'Association canadienne d'économie familiale
151, rue Slater, suite 901
Ottawa, ON K1P 5H3

Canadian Home Economics Association
L'Association Canadienne d'Economie Familiale

1989 CHEA AWARD WINNERS

MARY A. CLARKE MEMORIAL SCHOLARSHIP
BOURSE COMMEMORATIVE MARY A. CLARKE
Sue McGregor

THE SILVER JUBILEE SCHOLARSHIP
BOURSE DU VINGT-CINQUIÈME ANNIVERSAIRE
Donna Phillips

FIFTIETH ANNIVERSARY SCHOLARSHIP
BOURSE DU CINQUANTIEME ANNIVERSAIRE
Linda McKay

CHEA/ACEF "MAJOR BODY OF RESEARCH ACCOMPLISHMENTS" AWARD (from CSDA)
PRIX DE RECONNAISSANCE POUR UN ENSEMBLE INSIGNE DE RECHERCHES (de ACIBG)
Daisy Lau

THE ROBIN HOOD MULTIFOODS AWARD
BOURSE ROBIN-HOOD MULTIFOOD LIMITED
Blanche Whelan

NESTLÉ ENTERPRISES LIMITED AWARD
BOURSE DES ENTREPRISES NESTLÉ LIMITEE
Sheri Betker

THE RUTH BINNIE SCHOLARSHIP
BOURSE RUTH BINNIE
Eileen Hause-Spillett
Bernice Hayibor (part-time)
Mari Boni (part-time)

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Canada's role? We are proudly contributing to this extraordinary endeavour through Canada's International Immunization Program, part of a unique worldwide network involving more than 80 other countries in Africa, Europe, North America and the Pacific. Managed by the Canadian Public Health Association and funded by the Canadian government, the program is a story of exceptional teamwork – 18 voluntary organizations and thousands of individuals all working together to help inoculate the world's children by 1990.

Progress has been amazing. Just ten years ago, less than ten percent of Third World children were immunized. Today, 50 percent have already received the gift of life.

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For more information, contact:
Canadian Public Health Association
1565 Carling Avenue, Suite 400
OTTAWA, Canada K1Z 8R1
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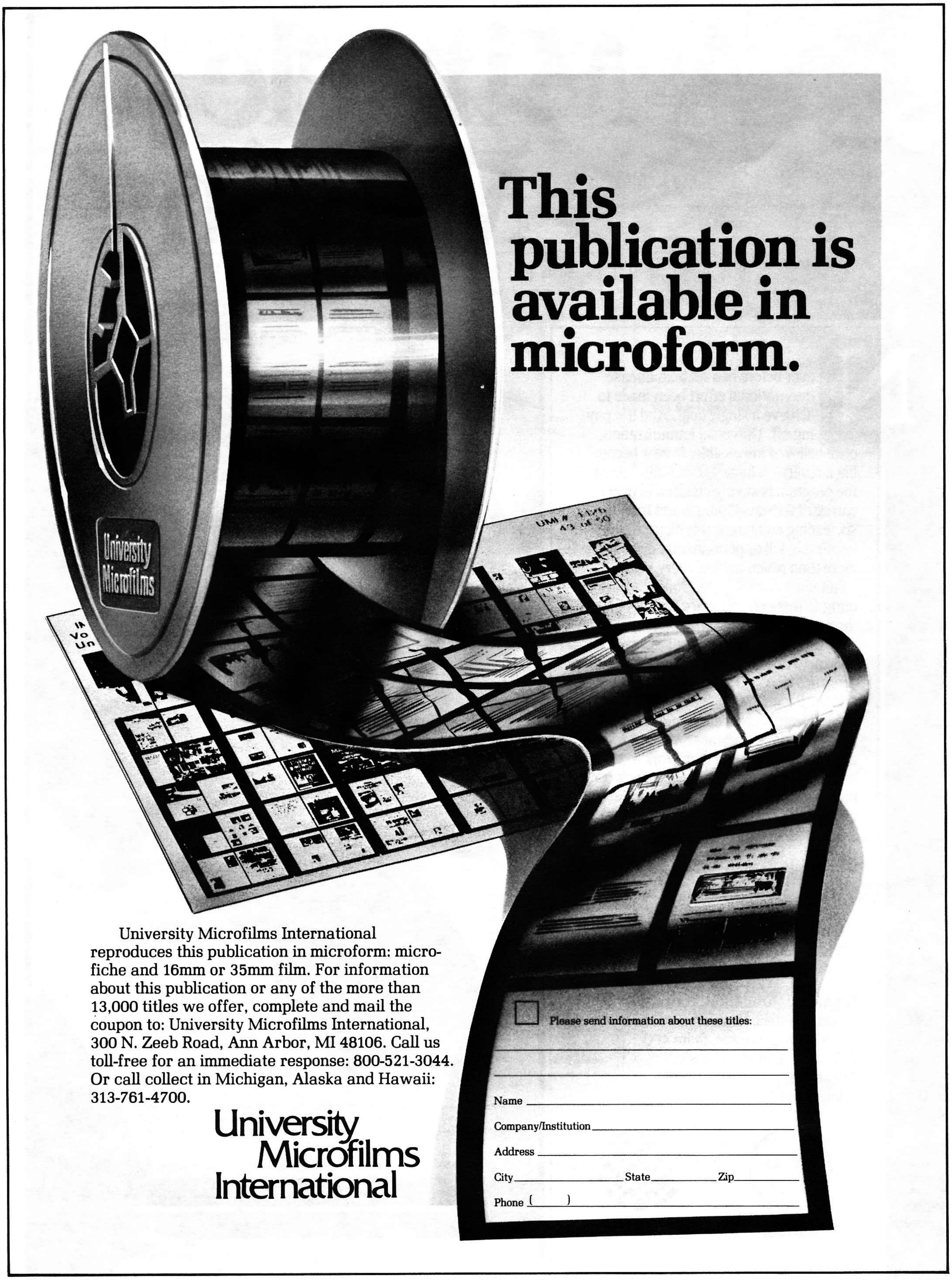
Canadian Public Health Association

Canada's International Immunization Program



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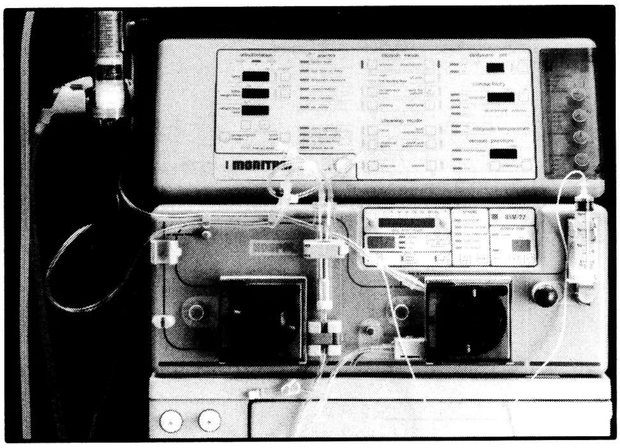

Unless you know someone whose kidneys have failed, you've probably never seen a dialysis machine. If you do, you know that dialysis is necessary to cleanse their blood of the excess water and poisons that failed kidneys can't. You'd also know that the treatment can take up to 5 hours a day, 3 days a week. And that's no way to live. Through help from volunteers and caring people like yourself, we're getting closer to finding a cure for kidney disease, and to the day when dialysis will be no longer needed.

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